

ANNUAL REPORT

2017-18



Ch. Charan Singh National Institute of Agricultural Marketing

(An Autonomous Organization Under Ministry of Agriculture & Farmers Welfare, GoI)

Kota Road, Bambala, Pratap Nagar, Near Sanganer, Jaipur -302033

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Shri RADHA MOHAN SINGH Ji
Hon'ble Union Minister Of Agriculture & Farmers Welfare
&
President, General Body Of CCS NIAM



“Creating market network through e-NAM and ensuring remunerative price for the farmer’s produce is one of the key focus areas of the Government so that income of farmers can be doubled.”

Shri GAJENDRA SINGH SHEKHAWAT Ji

**Hon'ble Union State Minister for Agriculture and Farmers Welfare, GoI
&
Vice-President, General Body of CCS NIAM**



“The Government has taken several initiatives to achieve the target of doubling farmers’ income by 2022 through market reforms, use of technology and enhancing infrastructure and other facilities.”

FOREWORD



CCS National Institute of Agricultural Marketing was established to strengthen Agricultural Marketing system in the country and South East Asia. Through its academic activities, NIAM has been trying whole-heartedly to add value to Agriculture and life of farmers. Despite limited manpower, NIAM could able to reach 4148 stakeholders across the country while spreading the good practices of Agricultural Marketing. For the purpose, NIAM has been working with large number of partner institutions across the country on participatory mode to reach large number of farmers.

NIAM initiative of Kisan Business School enhanced the scope of Agriculture into Agri Business, training farmers into Agri-preneurs. Research is backbone of training and NIAM completed 9 research projects successfully. Now Scheme of e-NAM is in place to bring transparency and quickness in Marketing. NIAM initiated several programs to create awareness and to take the concept to the doorstep of the farmers. NIAM played very important role in promotion of several government programs namely WDRA, Skill Development besides E-NAM. NIAM focused more on strengthening Farmers Producers Company and organizing more out-reach programs in Northeastern States.

Post Graduate Diploma in Management (Agri Business Management) is flagship program of NIAM which admitted very competent students from across the country and also attained 100% placement with best salary in the sector. The program links NIAM with Agri-business Companies which play important role in Marketing.

NIAM reached out to African and Asian countries through international programs. The programs facilitated NIAM to learn global good practices and also share successful Indian experiences with other countries. Back at Work Plan implementation in member countries enriched the programs.

Infrastructure and manpower are becoming pre-requisite for qualitative and quantitative expansion of the programs of the Institute. CCS NIAM has taken note of this As Agricultural Marketing is becoming more critical sector in the life of farmers, NIAM carries greater responsibilities in supporting Ministry, State Governments, Marketing Boards and private sector organizations to benefit maximum number of farmers. NIAM would like to thank Ministry for wholehearted support and rededicate in service of farmers.

A handwritten signature in black ink, likely of Dr. P. Chandra Shekara.

(Dr. P. Chandra Shekara)

Director General,
CCS NIAM, Jaipur

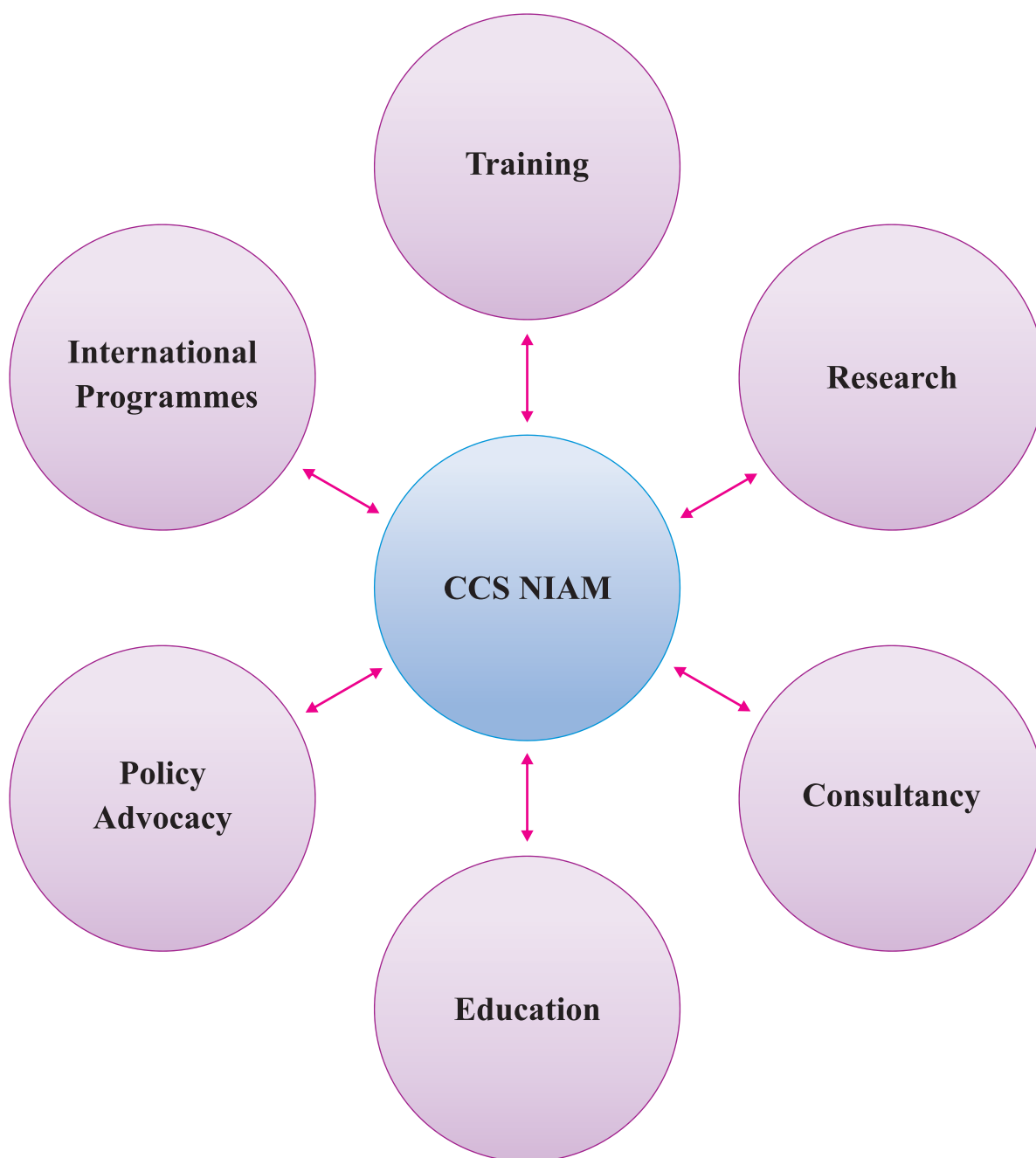
CHAUDHARY CHARAN SINGH NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (CCSNIAM)

An overview



CCS National Institute of Agricultural Marketing (NIAM) is an Institute of excellence set up by the Government of India in August 1988 with an aim to enhance the efficiency and effectiveness of Agricultural Marketing systems in the country and South Eastern Asia. The Institute aims at developing a system that is inclusive and empowers the primary producer by building capacity of various stakeholders through Teaching, Training Applied Research, Education, Policy advocacy and consultancy services. The Union Minister for Agriculture and Farmers Welfare, GoI is the President of the General Body of NIAM and the Secretary, Department of Agriculture Cooperation and Farmers Welfare, GoI is the Chairman of the Executive Committee. Director General is the Chief Executive of the Institute. The Institute has trained more than one lakh stakeholders during its journey in service of the farmers.

Core Activities of CCS NIAM



1. INTRODUCTION

The role of marketing is to be key enabler to take agriculture sector beyond the function of cultivation alone and to embark into the arena of business and value addition. The series of reforms and schemes in agriculture marketing are leading to have a system which has demand driven production and stimulates the system towards servicing and fulfilling consumers demand in a profitable way. Emphasis is on creating enabling environment to provide multiple choice of markets and gear up large number of stakeholders to drive competition. There is a need to build capacity of farmers to enable them to know what to produce where to send their harvest and derive maximum value.

CCS NIAM is playing a vital role in Agricultural Marketing sector by aligning its activities and bringing the desired change through awareness creation and capacity building of farmers and stakeholders to have an effective agriculture marketing in the country. The Institute is working by focusing on the core areas as defined in the Kisan Vikas Vraksh of Ministry of Agriculture and Farmers Welfare like promoting e-NAM, WDRA, Capacity of FPO for better market linkages, Entrepreneurship Development, development of integrated value chains mainly for horticulture and organic crops and developing marketing strategies particularly for NER States. CCS NIAM has taken several initiatives to help farmers enhance their incomes like pilot testing of Kisan Business School (KBS), whose focus is on bringing a paradigm change in their trainings to enable them to become efficient managers and entrepreneurs.

Training modules for FPOs has been designed to help them develop and implement business plans to bring sustainability in the concept. CCS NIAM is evolving as a key organization in the field of agricultural marketing for south-east Asian and African countries. It has been nominated as Nodal Resource Center for training and consultancy for SAARC nations and has organize FTF program of USAID. CCS NIAM is successfully addressing the trainings, policy advocacy, consultancies, education and research requirements of its wide spectrum of stakeholders.

1.1 The Institute

CCS NIAM is an autonomous body working under the aegis of the Ministry of Agriculture and Farmers Welfare, Government of India. It was set up as a registered Society in 1988 to cater to the needs of agricultural marketing personnel in India as well as from South East Asian Countries. The Institute is playing a pivotal role in creating awareness amongst farmers, building capacity of wide range of stakeholders, undertaking research on contemporary issues, producing consultancy services for decision makers in government, cooperative and private sector on agricultural marketing and policy support to the Government to facilitate development and bring in efficiency in the agricultural marketing sector.

1.2 Vision

To be an Institute of excellence and repository of knowledge, to enhance the efficiency and effectiveness of agricultural marketing systems which are inclusive and empower the primary producer, by building capacity of various stakeholders through teaching, training, applied research, policy advocacy, and consultancy services.

1.3 Mission

Enable primary producers, particularly small and marginal farmers, to develop competitive strategies for profitable returns from primary production through effective training & educational programs and applied research.

- Facilitate efficient, sustainable and inclusive agro value chains through applied research.
- Nurture innovative agripreneurs and professionals to manage emerging agribusiness concerns through educational programs.
- Facilitate formulation and modification of public policy on agricultural marketing through action oriented and applied research & consultancy.
- Enhance international co-operation for global food security and sustainable agriculture.
- Contribute to agribusiness market development and management knowledge and practice through innovative research and its dissemination.

1.4 Mandate

The Institute was established during the Seventh Five-Year Plan period with the following mandate:

1. Training: Up-gradation of the skills of existing agricultural marketing personnel,
2. Research: Research on various contemporary aspects of agricultural marketing
3. Consultancy: Consultancy services for decision makers in government, cooperative and private sector on agricultural marketing,
4. Education: Preparation of young managers and professionals through Post Graduate Diploma in Management (Agribusiness Management).
5. Assist DAC in Policy and Project Formulation in Agricultural Marketing

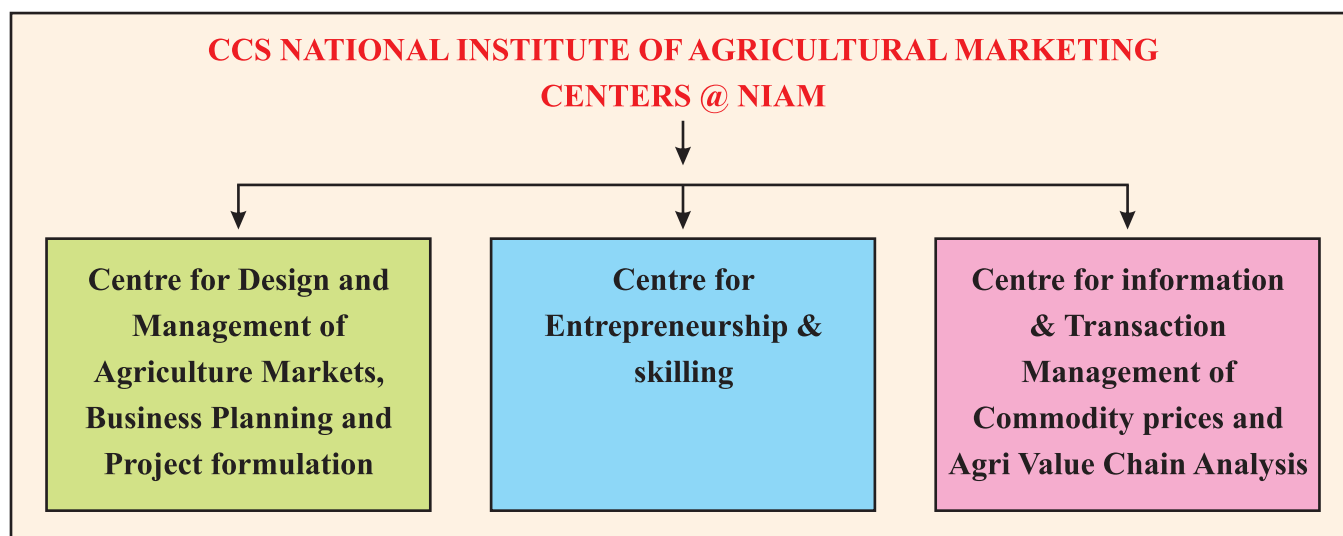
1.5 Objectives

The main objectives as per the Memorandum and Rules and Regulation of the Institute are as follows:

- ❖ To undertake and promote the study of applied and operational research in problem areas of agricultural marketing and to act as a national level nodal point for co-ordination of various research studies and dissemination of technologies relevant to agricultural marketing in the country.
- ❖ To impart training to personnel working at various levels of organizations involved in agricultural marketing activities such as State Agricultural Marketing Boards (SAMB), State Development Departments like Agriculture, Horticulture, Animal Husbandry, Fisheries, Forestry, Sericulture, CADA, State Agricultural Universities, Co-operative Marketing Societies, Commodity Boards, Input Agencies and Progressive Farmers, Entrepreneurs, etc.
- ❖ To conduct research on long-term projects, policy formulation; prepare status paper on leading issues; cases studies in specific marketing problems, processing industries, export management, etc., which have a direct bearing on the national economy.
- ❖ To offer consultancy services to State and Central Departments, public-sector undertakings, co-prepare Master Plans for States, Export Institutions, Traders and Farmers.
- ❖ To develop human resources by providing long-term structured courses in agricultural marketing through Diploma/Degree courses.
- ❖ To help State Government to generate self-employment for educated youth by exploiting local potential resources.
- ❖ To assist Government to formulate policies on emerging issues in agricultural marketing.
- ❖ To cover wide information network in the country in agricultural marketing for the benefit of all concerned to evolve efficient, innovative and competitive marketing process.
- ❖ To develop as a 'Centre of Excellence' in the field of agricultural marketing by establishing adequate networking with international organizations.

1.6 Centers

In order to carry out the mandate of CCS NIAM effectively and to reach out to wider clientele three Centers have been formulated. These Centers will work as verticals in Agricultural marketing and carry out Training, Research, Consultancy, Education and Policy advocacy (TRCEP) for National and International organizations and governments.



1.7 Thrust Areas

CCS NIAM has aligned its activities as per the areas identified by the Ministry through Krishi Vikas Vriksha (Tree). The focus has been on following areas-

- 1) National Agricultural Market
- 2) Education programs designed exclusively for farmers
- 3) Marketing of Horticulture Crops
- 4) Marketing strategies of high value commodity like organic produce
- 5) Value Chain approach for analysis of wide range of commodities
- 6) Future and Forward Markets and Commodity Exchanges
- 7) Agricultural Marketing & Legal Reforms
- 8) Organic and medicinal and aromatics plants
- 9) Market Led Extension
- 10) Farmer Producer Organizations
- 11) Warehousing and Storage
- 12) Negotiable warehouse receipt and its benefits



2. TRAINING ACTIVITIES

Institute is continuously engaged in organizing training programs in the field of agricultural marketing and allied areas for wide range of stakeholders. The Institute in recent past has developed program with focus on education for farmers to help them integrate with the market and avail remunerative prices. A total of 4148 stakeholders were trained through 122 training programs conducted during 2017-18.

In order to cater to the needs of wide range of stakeholders, the Institute adopted different tools to deliver knowledge on different aspects of agricultural marketing. The composition of different type of program conducted by CCS NIAM during 2017-18 are given annexure 5.

2.1 COLLABORATIONS

In order to achieve better results by delivering the content in local language and harness the expertise available locally, Institute established collaborations with various international, national and state level organizations. Institute has collaborated with following Institutes/Universities/Agencies to organize its training programs.

- United States Agency for International Development (USAID)
- Central Institute of Medicinal and Aromatic Plants, Lucknow, UP
- ICAR Research Complex for NEH Region, Barapani, Meghalaya.
- Assam Agricultural University, Jorhat, Assam.
- College of Agriculture and Post Harvest Technology, Gangtok, Sikkim.
- Fragrance & Flavour Development Centre, Kannauj, UP
- Bihar Agricultural University, Sabour, Bihar.
- ICAR Research Centre, Tripura
- Bankers Institute of Rural Development (BIRD), Lucknow, UP.
- Warehousing Development and Regulation Authority, New Delhi
- Andhra Pradesh State Warehousing Corporation, Hyderabad
- National Medicinal Plants Board, New Delhi
- SFAC, Manipur
- SFAC, Guwahati
- IIT, Roorkee
- IIPM, Bengaluru
- State Agricultural Marketing Boards
- National Institute of Agricultural Extension Management (MANAGE), Hyderabad, Telangana.
- COSAMB

2.2 TRAINING METHODOLOGY

The Institute follows a comprehensive training pedagogy to cater to the need of different stakeholders as shown in the Figure-I. Based on the requirement of the stakeholders, CCS NIAM has devised the training methodology based on the input received during Training Need Assessment. Accordingly, the course material is designed in such a manner to percolate down the message to the stakeholder situated at bottom line about the agricultural marketing activities. Due to adoption of this methodology, awareness and sensitization is being provided to the stakeholders.

Figure-I

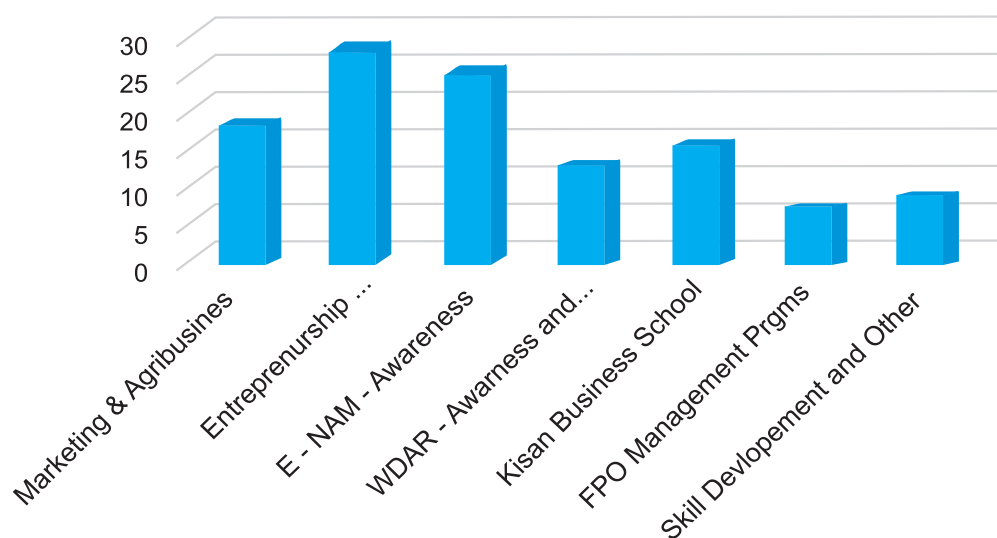


2.3 COVERAGE

Diversification towards high value crops like fruits and vegetables and rising prices has emerged as dominant sources of growth in agriculture during 1990. The agricultural marketing has become important in helping farmers diversify towards high value crops. It is equally important for policy makers and practitioners to develop strategies to help state develop efficient agricultural marketing system. Taking into consideration, CCS NIAM has conducted programs on wide range of aspects of the sector, as given below and shown in Figure-II

- National Agricultural Market
- Crop Insurance
- Agribusiness opportunity
- Farmer Education Program
- Emerging trends in fruits and vegetables
- Agri-warehousing and scientific storage
- Value chain analysis
- Value chain development
- Developing marketing strategy for organic produce
- Marketing of medicinal plants
- Farmer Producers Organisations
- Marketing of Rubber, Tea & Coffee
- Market Led Extension
- Skill Development Programs
- Entrepreneurship Development Programs

Figure-II Number of training Programmes (2017-18)



2.4 STATE-WISE DISTRIBUTION OF PROGRAMS

The Institute is having facilities to conduct on-campus programs. However, in order to ensure wider participation and facilitate outreach, Institute organizes programs throughout the country by collaborating with local institutions.

2.5 IMPORTANT TRAINING PROGRAMS

2.5.1 International Training Program

CCS National Institute of Agricultural Marketing, Jaipur has organized a training program on the “Linking Farmers to Market: Opportunities and Challenges” from 9th to 23rd January, 2018 at CCSNIAM, Jaipur under the Feed The Future: India Triangular Program.



Participants Profile : The program was attended by 20 Executives from 7 countries of Asia and Africa. Country wise profile is as follows:-

S. No.	Country	No. of Executives
1.	Cambodia	3
2.	Congo	3
3.	Ghana	1
4.	Kenya	3
5.	Liberia	4
6.	Malawi	4
7.	Uganda	2
	Total	20

The executives belonged to diverse professionals as Agriculture Officers, Agri-business officers, Agriculture Extension, Accounting and Planning Officer, Senior Fisheries Officer, Livestock Officers, Credit Officers, Training Officers, Consulting Services and Women Entrepreneurship Group etc. representing public, private organizations and development sector. Out of 20 participants, 10 women executives participated in the training program.

The inauguration of the second U.S.-India triangular training on “Linking Farmers to Market: Opportunities and Challenges” at the CCS National Institute of Agricultural Marketing (NIAM) in Jaipur was on 9 January 2018 by Director General, NIAM. As a part of inaugural address, Director General took session on mapping problem areas, objective and strategy tree analysis for agribusiness situation prevailing in participating countries.



(i) To deliver the themes, 22 classroom sessions were conducted. NIAM had invited 17 resource persons and experts. The sessions were delivered by inviting experts from corporate such as NCDEX, CFTRI, NCCD, and Premium Farm Fresh.

(ii) There were two Panel Discussions organized in the program. One was on Transforming Agriculture through Digital Technology and another was on FPO linking farmers to Market

(iii) Field visits to wholesale market of Jaipur and to Show the PPP model of Mid-day meal at Akshay Patra.

As part of the training, a field trip organized for the participants to visit the Muhana Terminal Market, which is located in Jaipur. MUAHANA is a wholesale and retailing market, where the producers take their products to vendors.

It has an area of 800 ha and it is situated in the city of Jaipur. The objective of the visit was to expose participants to the activities of the markets and to witness how auctioning takes place.



**Interaction with Bunker Roy, Chairman
Barefoot College, Tilonia**

The back at work plans were formulated on tasks like creating legal frame work for FPO, enhancing livelihood, using social media for marketing information system, organizing agri logistics for Cassava Chips, organizing storage, strengthening farmer clusters and federations, linking farmers to micro credit, better marketing channels for small holders.

The Valedictory function of the program was organized on 23rd January 2018.

HE Wassfi Hassan El-Sreihin, Secretary General was the Chief Guest of the occasion. In his keynote address, he expressed his happiness on global partnership between Asia and African nations at NIAM.

2.5.2 Training Programs on Skill Development

Ministry of Agriculture & Farmers Welfare has given the responsibility to CCS NIAM for conducting 200 hrs. duration training program on skill development for the job role of “Warehouse Workers” and “Supply Chain Field Assistant”. Under the mission of the skill development, two training programs of 200



**HE Wassfi Hassan El-Sreihin, Secretary
General, AARDO at Valedictory Function**

hrs. duration were conducted successfully by CCS NIAM. The programs were attended by 40 unemployed rural youth from Sikar, Jhunjhunu, Dausa, Karoli, Alwar, Bharatpur, Sawaimadhopur, Tonk, and Jaipur Rural.



Pedagogy for the program was based on 70% practical training on site and 30% classroom teaching by power point presentation, group discussion, case study and soft skill training. The course curriculum for both the programs were aligned with National Skill Qualification Framework by NSDC and ASCI. Practical exposure to the participants were given during the training program to train them on ground reality of job role of “Warehouse Workers” and “Supply Chain Field Assistant”.



2.5.3 Kisan Business School

NIAM has introduced the concept of Kisan Business School (KBS) to bring in the perspectives of business into farming. A workshop was organized by inviting organizations interested in collaborating with the Institute for implementing the concept. During the Rabi Season NIAM is implementing Schools in State of like Bihar. At Pilot scale, one Kisan Business School was conducted with a duration of 15 days.

- (i) **Workshop under Kisan Business School** – A workshop on implementing the Kisan Business School was organized during 29–30 August 2017 by having participation of six interested Agricultural Universities / Centers.
- (ii) **Training program** – An orientation program to build capacity of officers associated with the implementation of Kisan Business School was organized during 18-19 September, 2017 at Hyderabad. The officers from Organizations like Bihar Agricultural University, Sabour; Mahatma Phule Krishi Vidyapeeth, Rahuri; Shriram Pratishthan, Solapur and Centre for sustainable agriculture, Secunderabad participated in the program.

(iii) **KBS Facilitator Manual** – A manual was prepared for the facilitators associated with the implementation of the concept along with a supplement for farmers having material and exercises for farmers.

(iv) **Kisan Business School launched in Bhagalpur District** : Kisan Business school was launched on 23.11.2017 at Kanjhia of Nathnagar block of the Bhagalpur District with the presence of chief guest Dr. A.K. Singh, Hon'ble vice chancellor, Bihar Agricultural University, Sabour. KBS is an attempt to provide platform to bring likeminded farmers. BAU Sabour has implemented KBS at Kanjhia of Nathnagar block of the Bhagalpur District with the support of NIAM, Jaipur. For initiating KBS 35-40 vegetable farmers from the village were selected for Rabi season.

2.5.4 Seminar/Sensitization Workshop

(i) Sensitization Workshop with partner Institution

A Sensitization Workshop was organized by CCS NIAM to discuss the methodology of training and training guidelines on 06.10.2017 in the campus. The workshop was attended by various partner institutions like FFDC, Kannauj, NIPHT, Pune, NIFTEM, KSAMB, MSAMB, SFAC, etc. Total 15 participants were attended the workshop.



(ii) National Seminar on Medicinal and Aromatic Plants

Two National Seminars on “Marketing of Medicinal & Aromatic Plants – Opportunities and Challenges” were conducted by CCS NIAM in collaboration with SFAC, Regional Office, Guwahati conducted at Guwahati, Shillong and Meghalaya for the promotion of marketing activities in the northeastern states the details are as under:

S. No.	Date	Number of Participants	Place
1	27.02.2018	117	Guwahati
2	18.03.2018	117	ICAR Complex, Shillong

2.5.5 Capacity building of Market Secretaries/Traders on E-National Agricultural Market

(i) Training Program of Market Secretaries on E-National Agricultural Market (e-NAM)

A total of three programs were organized for market secretaries on the concept of National Agricultural Market (e-NAM). The officers for the programs were nominated by Directorate of Marketing, Government of Rajasthan. The programs mainly aimed at orienting participants on the need of a concept like National Market considering the national and international scenarios prevailing in agricultural trade. The participants were also educated on different benefits available under e-NAM for each stakeholder so as to help them convince everyone to participate in the Scheme.

(ii) Training-cum-awareness Program on E-National Agricultural Market for traders and other stakeholders

Institute organized 25 training-cum-awareness program on National Agricultural Market for traders and other stakeholders. The programs mainly aimed at orienting the traders and other stakeholders on the benefits availability under the concept for them and to make the concept more inclusive. Details of the program are available at Annexure-5.

2.5.6 Training Program on Swachh Bharat Abhiyan

Two training program of one day duration on Swachh Bharat Abhiyan were organized in Muhana Mandi, Jaipur and Krishi Upaj Mandi, Srimadhopur, Sikar to make farmers, mandi officers and staffs aware about the cleanliness of mandi. The programs were attended by 120 participants.



3. RESEARCH / CASE STUDIES

CCS NIAM with its mandate for research focused on various contemporary aspects of agricultural marketing to facilitate not only in policy making but also to enrich the training programs being implemented for wide range of stakeholders. The outcome of the research studies are helpful in designing the course curriculum for training programs. During the financial year 2017-18, CCS NIAM has conducted 10 Research Studies on different aspect of agricultural marketing.

3.1 List of Case Studies Conducted

S. No	Title of the Research / Case Studies	Coordinator
1	Dileep Industries : A Case Study on working Capital Management and Entrepreneurship	Ms. Irina Garg, Director General
2	Success Story of Seed Producer – Sh. Bajrang Lal Sharma	Dr. S. R. Singh, Dy. Director
3	The Seat of Farmers Trust : Agriculture Produce Market Committee Baroda	Dr. Ramesh Mittal, Director
4	Farmers Producer Company : A Game Changer	Dr. Shuchi Mathur, Assistant Director
5	Farming as an Enterprise : The journey of a Landless Farmer	Dr. Shalendra, Assistant Director
6	Rural Branding to Stay Competitive : Engine Brand Mustard Oil	Dr. Hema Yadav, Director
7	Linking Farmer Producer companies to Commodity exchange- A case Study of Samriddhi Mahila Crop Producers' Company Limited (SMCPCL) Bundi, Rajasthan	Dr. Hema Yadav, Director
8	Case Study of Linking Farmers to Commodity Exchange-A case of Rajeshvar Farmers Producer Co. Ltd, Tharad, Gujarat	Dr. Hema Yadav, Director
9	Analysis of the trend of price volatility in Onion	Dr. Hema Yadav, Director

3.2 BRIEF ABOUT THE CASE STUDIES

- (i) **Dileep Industries : A Case Study on working Capital Management and Entrepreneurship -**
 The case maps the financial difficulties faced at inception and growth of the business, the setbacks and challenges faced in a highly competitive environment. The primary focus of the case study is on the financial acumen of the CEO, who practiced frugality at every step of the value chain of production and marketing and extreme rectitude in personal expenditure. Almost 80% of the profits were redeployed for expansion of business. Cost cutting was done without compromising on quality and credibility was built with institutional creditors, customers and employees. Employees' remuneration was linked to the growth and profit of the business, thereby minimizing fixed operational costs. Intelligent apportioning of cost was done to cover the risk in marketing and production by employing international designers and taking orders before production. He chose to bear short-term losses rather than compromise on quality or lose a customer.

- (ii) **Success Story of Seed Producer – Sh. Bajrang Lal Sharma** - For the last 14 years, he has been growing crops like mustard, spinach, sasbania (green manure), cluster bean (for guar seed and vegetable), coriander, sesame, ridge gourd, pearl millets and Sorghum for fodder and seeds. However, he started seed cultivation of spinach, coriander and ridge gourd crops and now has been extended to other crops. Moreover, after enjoying the fruit of success, he managed to hire the land from other farmers for seed production. It depends on the demand of the seed from the market. Accordingly, he decides to hire the land up to 60-70 acres from nearby farmers. Enriched by his postgraduate qualification, he believes in hard work and sincere efforts in his endeavours. Other farmers in the village respect him for his perseverance and experience in the field. When any farmer in the village is in crisis, he is there with him until a solution is arrived. That is the reason why he has become a lead-farmer with a remarkable success. He is only the seed grower in the area and turned into a successful agripreneur by doing seed production business.
- (iii) **The Seat of Farmers Trust : Agriculture Produce Market Committee Baroda** - This is the story of the most successful APMC at Baroda in the Gujarat State. The team management and the administration worked hand in hand in order to build the trust of the farmers as well as the traders by re-establishing a huge market yard with all the infrastructural and logistical facilities required for hassle-free and stress-less transaction by the farmers and the traders. The vision, the plan, the maintenance and the execution activities of the APMC, Baroda are commendable and worth reading its developmental story.
- (iv) **Farmers Producer Company : A Game Changer** - Small and marginal farmers' livelihoods are endangered due to the liberalization, privatization and globalization policies, but many chances are made for private capital in the agriculture sector. Farmers' Producer Organizations and Producers' Companies can facilitate these small and marginal farmers to take part in emerging high-value markets, such as a modern retail sector in India and the export market. With the changes in the organization of marketing channels, new challenges for small and marginal farmers have been created. In this environment of greater instability and competition, collective activity can serve to enhance farmers' competitiveness and increase their advantage in emerging market opportunities. The case study of Ajaymeru Farmer's Producer Organization of Rajasthan, discusses the possible benefits of FPO's, its authorization and income enhancement for small and marginal farmers.
- (v) **Farming as an Enterprise : The journey of a Landless Farmer** - The case reflects the experience of Mahendra Saini practicing farming as an enterprise and his ability to capture opportunity, earn profits and mitigate risk associated with farming through effective decision making and efficient management. The decision making of Mahendra Saini under uncertainties associated with agriculture metamorphosed him to be an effectual entrepreneur. He left the job in an established company dealing in inputs and tried his luck in farming with limited resources and no land. He could establish himself in just three years of initiative and suggested that farming is profitable if conceived and executed as a business. He feel that agriculture is not so much about land, finance and other resources but knowledge, tapping opportunities, decision making, hard-work and perceiving risk in correct perspective.

(vi) Rural Branding to Stay Competitive: Engine Brand Mustard Oil - In 1959 Mustard oil was branded as Engine during a time when branding was not a conscious marketing activity. Brands were simple and based on familiar objects which people could recognize like Ship, Robin, Parrot, and Lion etc. Shree Hari Oil Mills was established in Bharatpur near the meter gauge railway track. Bharatpur Junction saw shuttling of many engines in a day and was the powerful factor of location of industries. Bhupesh Agarwal, Director, Hari Vegetable Oil, recounts how the Engine as the brand must have come to the mind of his great grandfather. The hustle of engines on both the sides of the factory was probably also the inspiration for the engine brand mustard oil.

Engine Brand Mustard Oil was launched by Shree Hari Industries and is a well known brand which is a preferred brand for Kachchi Ghani mustard oil of consumers in North and East India for the last 58 years. Kachchi Ghani refers to cold press extraction process for taking out oil from seeds.

(vii) Linking Farmer Producer companies to Commodity exchange - A case Study of

Samriddhi Mahila Crop Producers' Company Limited (SMCPCL) Bundi, Rajasthan : Rajasthan is the 3rd largest Soya producing state in India and over the years Bundi has emerged as a main producing region of oilseeds especially soybean. According to the SOPA statistics, for the year 2015-16 in Bundi, the sowing area for soybean was 752 ha. Production was 688 MT and Productivity was 915 Kg/ha. The average Soya productivity is quite low because of reasons such as a) low farm productivity and incomes in rain-fed areas, partly due to lack of knowledge regarding modern technologies, lack of availability of quality seed, lack of appropriate equipment, poor extension system and lack of investment; b) Timely unavailability of credit at cheaper rate from institutional sources and over dependency on money lenders; and c) Lack of marketing information of input as well as for produce.



The commodity exchange platform is an alternative way of providing market linkage to the farmers. The case study was conducted to understand how the FPO, Samriddhi Mahila Crop Producers' Company Limited (SMCPCL) aggregated the produce and got linked with the commodity exchange. In the process of discussion, it also emerged that the woman leadership has also played an important role in sustaining the FPO and this all woman FPO is keen to participate in the commodity trading platform in a bigger way.



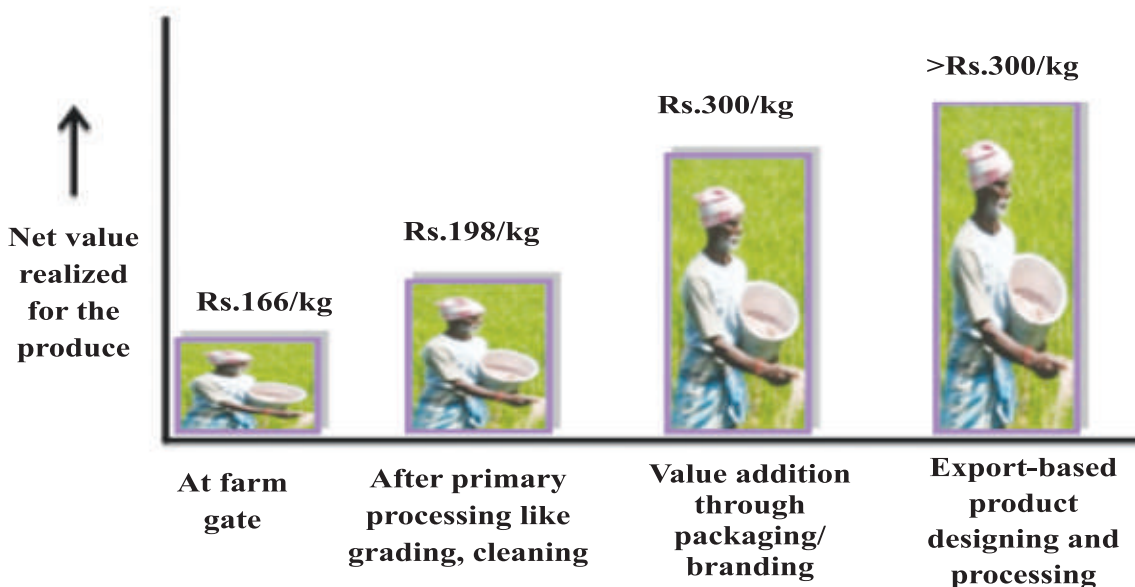
The case study conducted by PGDABM student provides an understanding about the challenges faced the FPO and the opportunities available for them. The Case study brings focus on the gradual process of linking small and marginal farmers to understand market and how they can mitigate price and market rise by hedging. The journey of all women FPO towards commodity exchanges highlighted in the case study can be used to exemplify the lessons to other FPO's.

The case study can also be used for class-room teaching to bring forth the concepts of how group dynamics and leadership needs to be developed amongst the communities who have been marginalized for long by having partnership among non-profit organizations, companies and people.

(viii) Case Study of Linking Farmers to Commodity Exchange - A case of Rajeshvar Farmers Producer Co. Ltd, Tharad, Gujarat

The case study of Rajeshvar Farmers Producers Co. Ltd, Tharad, Gujarat conducted by PGDABM students was submitted to NCDEX. This case study showcases how the farmers can earn incremental income by climbing steps in the agri. value chain. With each ladder, more and more challenges and risks are added which is least feasible for any medium and small farmer to undertake. A farmer producer company (FPO) can leverage the potential of individual farmers, to work as a corporate entity where they can take strategic decisions and earn deserving returns for their strenuous efforts over the farms. Unlike the traditional marketing channel where farmers are bound to sell their produce at prevailing prices in the mandi, FPCs can explore alternative market channels if takes a lead. In the initial phase, a hand-holding support of any corporate organization is required in order to adapt the farmers in the agri-business environment and once producer organization understands this, sky is the limit for them.

Climbing up the value chain



RFPCL, which is owned by 309 farmers of Vav tehsil in Banaskantha district of Gujarat, is recognized for its cumin business. Under the guidance of Mr. Dilip Wania (Content Manager, IKSL) and financial support of IKSL, the producer company for the first time undergo multichannel marketing of the cumin through APMC and NCDEX and also planning to sell it through retail and exports. Hedging on NCDEX with just 2 lot size of cumin fetched 10% higher returns than if they would have sold to APMCs. This was made possible when they understood the importance of primary processing like cleaning and grading. The intervention of IKSL has not only boosted the morale of cumin farmers but also enabled them to work as a company stakeholder. NCDEX had played an important role in facilitating the farmers by providing market information and marketing support.

The case finally exemplifies the critical factors like upgrading skills, risk-taking, identifying export markets etc. that need to be kept under consideration by the producer group to sustain and expand their business in the future. Also, it suggests about the all-in-one solutions that Indian exchanges can provide to the farmers which will further enhance value realization by the farmers.

The case study can be presented as a training material for training of FPO on market linkages. It is also useful for the students of Management to understand the development of value chains by aggregation of produce and how alternative marketing channels can provide better option to market their produce.

(ix) Analysis of the trend of price volatility in Onion : The onion market is traditionally characterized by high level of supply and price volatility. Years of high onion prices are often followed by years of low onion prices that do not allow onion growers to recover their production costs. The severity of onion price volatility can be judged from the fluctuations of average prices within the months of a harvesting year and within the seasons. The month wise and season wise average prices focus on the range of price fluctuations as well as the season wise returns for the produce.

The Onion market of Lasalgaon was visited by team from NIAM and DMI to understand marketing and price volatility of Onion. The analysis that the pattern of arrivals in the markets is not evenly spread throughout the months. There is either a problem of plenty or problem of scarcity. Kharif crop starts arriving at the APMC market in small quantities during the second fortnight of November. The prices in November reach their pinnacle of all the months. During



December and January, the market is flooded with onions as the average arrivals during these two months, amount to nearly 40 to 42 percent of the annual supplies. In the month of February, although the arrivals decline by half as compared to those of the previous months, it being the end

of the Kharif season, the prices reflect a distinct easiness on account of subdued demand and slightly inferior quality of onion. In March, the prices go down further even in the face of poor arrivals as the merchants prefer to postpone the purchases to next month when the Rabi crop enters in market in full swing. Out of the total annual supply, 60 percent of the supply is in the summer i.e. in the months of April and May. It's a good quality, high yield storable produce. The abundant quantity therefore acts as a price reducing factor. The prices in these months are the lowest of all other months. Thus, the price response to the changes in arrivals in each month is different.

There is need to have better market infrastructure particularly storage for Onion to manage shortage of supply. There is also need to have a market information system to be able to forecast price and demand to have a stable market for Onion.

4. CONSULTANCY PROJECTS

4.1 National Level Agency under MIDH- Value chain Studies

The Institute has identified the potential of northeastern region for horticultural crops and concept of value chain in helping farmers producing quality produce and getting integrated with the market. Accordingly, the Institute as a National Level Agency for MIDH has undertaken studies for developing marketing strategies for northeastern states like Meghalaya, Assam and Tripura. The export potential of selected horticultural crops for the northeastern region was analyzed. The crops like Makhana have immense potential to realize the goal of all- round agricultural development in states like Bihar. Accordingly, a study undertaken by the Institute to analyze various production and marketing aspects of Makhana following value chain approach.

the Details of Study are as gives below:

S. No	Commodity	District	State
1	Litchi	Muzaffarpur	Bihar
2	Kiwi	Lower Subansiri	Arunachal Pradesh
3	Pineapple	Imphal	Manipur
4	Pinapple	Unokotti and Dhalai	Tripura
5	Apple	Almora/Uttarkashi	UK

- The value chain studies indicate that most of the horticulture crops suffers from severe constraints like high marketing cost and margins, wide price fluctuations, existence of large number of intermediaries, storage and transportation bottlenecks and lack of other marketing infrastructures.

- The markets are imperfect, segmented, and are inefficiently performing the marketing functions.
- Producers are deprived of the proper share in consumer rupee due to existence of large number of intermediaries in the marketing channel.
- Unavailability of markets , mismatch in demand and supply lead to colossal losses
- Lack of cold chain/storage, awareness of varieties in the foreign markets, long-term export strategy, suitable packaging material, lack of value addition etc. are some of the impediments in the way of higher value realization
- There is a need for policy document on appropriate marketing strategies to link demand and supply for better value realization

4.2 Research on Analysis of Farmers' Integration in Makhana Value Chain

The study entitled “An Analysis of farmers’ Integration in Makhana Value Chain” under the “Mission on Integrated Development of Horticulture” of Ministry of Agriculture and Farmers’ Welfare was conducted by CCS NIAM and Bihar Agriculture University . The report intends to analyze the reasons behind reported fall in acreage of Makhana from 20,000 hectares in 2001-02 to 13,000 hectares in 2012-13; about reports of feeling of growing alienation from cultivation of Makhana in Bihar. The matter is serious



as Makhana is grown by the poor fishermen in ponds and other water bodies in flood affected area in some of the most backwards districts where there is no other source of worthwhile employment due to lack of industrial development. Exports and consumer demand in the domestic market is stagnant and so are the prices, while the cost of production has gone up. As a result farmers’ income has declined and they have developed a feeling of alienation from cultivation of Makhana. They need Makhana to be brought into mainstream and integrated in the existing value chain which already is highly fragmented or be weaved into a new alternative value chain, so as to lift market price through creation of competition.

As a water crop, the fruit of Makhana resembles very closely to the plant and seeds of lotus (*Nelumbum nucifera*) of the same family, except with the difference that while the floating leaves of lotus are circular and smooth on upper surface, the leaves of Makhana as well as the petiole and the entire plant is very spiny and difficult to touch and handle.



The integration of more farmers in Makhana value chain appears difficult. Most of them are small and medium farmers who live on subsistence income and are not a uniform group with a single risk profile. Analysis reveals that Makhana Value Chain as fragmented There is neither horizontal nor vertical integration of farmers either by any private trader or by any of the institutional agencies. The study reveals that there is scope for improving margins in trade of Makhana by marketing more of it as snack food and as a nutritious food. Similar can be gains by selling more of

it to its industrial users and in medicine. At present, traders in Bihar export most of Makhana in raw, unprocessed form, as opposed to their counterparts outside who are now gradually selling more of it in value added form.

Increased demand may come by tapping the unexploited potential for inclusion in Baby foods, Health drinks and the Wellness and nutrient care industry set to grow to Rs.1,50,000 Crore by year 2020 (FICCI Study). It would come through diversification of Makhana exports to China and Japan etc. rather than remaining dependent on gulf countries. It would stabilize demand by entering into franchise agreements with fast food joints frequented by upper class clientele who can really afford to buy expensive Makhana as a snack. It would come through generation of awareness by encouraging youthful brand ambassadors and using social media.

4.3 Odisha-Linking Farmers to Electronic Markets (ENAM) Current Scenario and a Way Forward

Efficient markets require good governance and policy – infrastructure, institutions and services that provide market information, establish grades and standards, manage risk and create better opportunity to enhance income and upgrade the existing markets and marketing system to integrate with National Markets.

The State of Odisha is making its markets ready to transform the existing market to Electronic, National and Agricultural Markets (e-NAM). The issues in bringing these transformations are intricate and have wide implications on farming community as well as economy of the State. The challenges in integrating with the emerging changes i.e. electronic market, model act, warehousing, pledge loan, contract farming etc. requires a shift in approach. This approach has to be based on technology, investment and marketing extension.



The Union Government has urged the Odisha Government to make amendments to Agriculture Produce Market Committees (APMC) Act to facilitate in establishment of National Agriculture Market (e-NAM) so that the existing APMCs of the State can integrate with a PAN India Electronic Trading Portal. The Odisha State Agricultural Marketing Board has identified ten markets to be integrated with the e-NAM portal in the first phase. However, there are challenges in achieving the integration of markets through e-NAM being faced by the State owing to the –

- (i) Low levels of arrival in APMC
- (ii) Absence of Trading in markets
- (iii) Inadequacy of marketing Infrastructure
- (iv) Inappropriate locations of markets

With the above context, the study brings forth the factors responsible for poor arrivals and reasons for days functioning of markets, as it is well understood that these are the prerequisites for integration of APMC with e-NAM. The observation in the report are based on interaction with stakeholders, collection of data from buyers, sellers and discussion with officers and marketing secretaries.

Study suggests the action plan to overcome the challenge of having large number of smallholders with small surplus in the State on one hand and challenge of implementing technology intensive marketing format. Systematic orientation of farmers to markets and at the same time making markets responsive and remunerative to both buyers and sellers will be prerequisite to bring a successful transformation in linking farmers to a national E National Agriculture Market.

4.4 Awareness Programs for Farmers, Traders and Dal millers on WDRA

Warehousing Development & Regulation Authority (WDRA) had assigned 10 programs for farmer's awareness, accordingly NIAM has conducted programs in 10 districts of Rajasthan in year 2017-18 on Warehousing (Development & Regulation) Act, 2007 , Advantages of Negotiable Warehouse Receipt &) & Scientific Storage of Agricultural produce in warehouses which will result in promotion of pledge finance and Farmers Inclusion in warehousing.

Objective of the Program

To make the farmers, traders & dal mill owners aware about W (D & R) Act, the benefits of Negotiable warehouse receipts & to encourage them to store their agricultural produce in the WDRA registered warehouses.

Topics Covered during program on Capacity Building of Warehouseman of Registered Warehouses

- 1) Introduction to the sector: warehouse and its benefit for the farmers;
- 2) Warehouse and inventory management
- 3) Quality assurance - pest control and disinfection
- 4) Code of storage practices
- 5) Role of moisture, temperature and humidity during storage
- 6) Sampling proceeding for bags and bulk storage
- 7) Stacking of goods and maintaining stock accounts and security measures at warehouse
- 8) Grades & Standards of agricultural commodities
- 9) Insurance of warehouses, goods stored and fidelity
- 10) Statutory framework for agricultural produce and Food Safety
- 11) Negotiable Warehouse Receipt and pledge finance
- 12) Futures and Spot Market – role of warehouses
- 13) Warehousing (Development & Regulation) Act, 2007 and accreditation of warehouses
- 14) Exposure visit to a scientifically managed warehouse
- 15) Examination and feed back

Selection of the districts for conducting programs and its spread in Rajasthan

WDRA had allocated ten (10) districts of Rajasthan state and all 10 programs have been conducted successfully. The details of the programs may be seen Annexure – 5.

Following information was provided to farmers and traders during their visit to warehouses and training:-

- a) Importance of Storage. It was informed that storage is a broader term and warehousing forms a part of it. Storage is an important marketing function, which involves holding and preserving goods from the time they are produced until they are needed for consumption. Whereas Warehouses are scientific storage structures especially constructed for the protection of the quantity and quality of stored products.

- b) Scientific storage can be done in warehouse by control measures which include two types of treatment namely prophylactic and curative.
- c) Significance of structure of warehouse in scientific storage.
- d) Primary causes leading to loss in quality and quantity of agricultural produce during its storage like Presence of higher moisture contents in the stocks at the time of storage cause sprouting, molding and heating, Insects and rodents apart from eating away the produce, pollute it by contamination with their urine, excreta etc. such losses can be avoided by using modern warehousing techniques based on scientific storage were explained to the farmers.
- e) It was further highlighted that for safe and scientific storage it is important to carefully select the storage site, storage structure, undertake cleaning and fumigation, ensure proper aeration of grains followed by regular inspection of grain stock.
- f) CWC, RSWC and other Private Warehouses are providing facilities of scientific storage and preservation to wide range of depositors like Farmers, Traders, Exporters, FCI, National Agricultural Cooperative Marketing Federation of India (NAFED), Rajasthan State Cooperative Marketing Federation Ltd. (RAJFED), Fertilizer agencies, etc.
- g) It was also informed to audience that government is providing the benefit of discounts to farmers for storage of their commodities/produce in RSWC or CWC warehouses.

Feedback from the farmers : Farmers appreciated the efforts of WDRA & NIAM in conducting the farmer's awareness programs on WDRA. Face to Face interaction with the resource persons gave them a platform to give suggestions & resolve their issues relating to warehousing. They look forward for more number of such awareness programs in future.

The farmers provided following suggestions:-

- a) Government warehouses open only 5 days a week, from 10.00 am to 5.00 pm whereas the private warehouses are open for all 6 days from 8:00 am to 8:00 pm. Private warehouses are providing better facilities, thereby more attractive to farmers & traders. So the Government warehouses are facing stiff competition from private warehouses. To motivate farmers to keep their deposits in government warehouses it was suggested the warehouses should increase their timings & number of working days.
- b) Also the banks are accepting the Negotiable Warehouse Receipts issued by registered private warehouses & granting loans on that basis, so along with other benefits of registered private warehouses, the farmers are encouraged to deposit their agricultural produce with them.
- c) The participants stated that most of the warehouses provide space to bigger organizations, hence separate space / block should be reserved in warehouses for marginal & small farmers for depositing their agricultural produce.

- d) Majority of farmers were not aware about the storage benefits and NWR and therefore suggested to have more awareness cum sensitization program for farmers.

4.5 Training program for In-charge/Manager/Supervisor/ Representative of the warehouses registered with WDRA

CCS NIAM has organized to two (Five days) training program for warehouse executives from 30th Jan 2018 to 2nd Feb 2018 and 5th March 2018 to 9th March 2018. The objectives of the training program were to help participants to understand issues and challenges of Warehouse Management and to enable them to evolve an effective and implementable strategy. The participants in above training program were the Executives from the state of Gujarat, Maharashtra, Madhya Pradesh, Rajasthan and Haryana.



4.6 Certification of Skill Development Course for Farm Technicians

Agriculture faces huge shortage of trained labour for various agricultural operations. Due to mechanization, various agriculture operations are being undertaken with the help of machines. To operate as well to manage these machines there is a requirement of skilled manpower. In order to bridge the gap, a skill development course for farm technicians was conducted by Tata Chemicals Pvt. Ltd. in collaboration with CCS NIAM. The Institute has evaluated the students for the award of Certificate of Completion of Course. The duration of this course was one-year in which on-job training was also given by experts to unemployed youths engaged for the purpose. The participants were exposed know-how and do-how for farm machinery such as tractors, cultivators and harrow, seeding machines, sprayer, straw reaper, combine, digger, sub-soiler and land laser leveler. The candidates were also equipped in soil management, irrigation and drainage, cultivation practices such as nursery preparation, seed treatment , transplanting, irrigation, crop nutrition, weed control, control of common pests and diseases with a focus on the crops grown in the area i.e. Wheat, sugarcane, maize, mustard and major pulses. In FY 2017-18, 25 youth have been trained under the Skill Development Course for Farm Technicians. The program has provided local employment and at the same time addressed issues like rural migration. Due to this program, other leading Agricultural Implements companies in the area have also come forward for taking benefit of this unique initiative.

5. EDUCATIONAL PROGRAM

5.1 Post Graduate Diploma in Management (Agribusiness Management) – PGDM (ABM)

The two-year Post Graduate Diploma in Management (Agribusiness Management) is an AICTE approved program intended to produce Techno-Managers in agribusiness and food sector to meet the shortage of such manpower in the country. The course curriculum consists of 44 core courses and 4 electives comprising of a total of 118 credit load spread over to two years. The program is composed of a mix of agribusiness courses like Agri-input marketing farm production management, extension management, supply chain management and rural marketing and core management subjects like marketing management, financial management and strategic management. A constant endeavor is to give students exposure to real life problems through case-studies and application of theories in practice. The industry interface is an integral part of PGDM (ABM). The Institute invites faculty from reputed management Institutes of the country and executives from leading agribusiness companies to deliver course modules and guest lectures.

There were 53 students admitted in 2017-19 batch. The admissions are made based on CAT and CMAT scores along with assessment on other parameters like group discussions, personal interview, extempore and essay writing. The reservation for SC, ST, OBC, Differently Abled and Kashmiri migrant candidates is applicable as per the norms of Government of India.

The batch 2017-19 enjoys diversity, academically as well as geographically. The batch consists of 53 students, who are graduate in 13 different agriculture, allied and other streams of which 36 are males and 17 female students representing 25 Universities and 14 states/UTs. During the reported period, students have completed summer internship in sectors like agri-input, consulting, banking and finance, FMCG, rural development, commodity and exchange and Venture capital.

5.2 INDUSTRIAL VISIT OF STUDENTS

Industrial visits are taken up for the interaction with the companies which helps in identifying the career opportunities. The industry interaction helps program in building long term mutually beneficial relationship with the companies. The final year students of the 2016-18 batch visited around 350 Agribusiness companies located in cities like Hyderabad, Bangalore, Mumbai, Delhi, Noida and Kolkata during September and October. The purpose of these visits was to approach new companies and appraise them about the unique features/strengths of the program and explore opportunities for final placements and summer internship. Besides regular academic courses, the students also participated in various competitions organized by premier management institutes including IIMs, IIT, Universities and other B Schools. The participation and achievements of the students are as follows:

ANNUAL REPORT



S. No.	Institute	B-Fest	Events	Position
1	NAARM, Hyderabad	Sankalp	Poster making	1st
2	IIM, Ranchi	Agon 2.0	Exponential (Article writing)	1st
3	IIM, Ranchi	Agon 2.0	Ignis (Article Writing)	1st
4	MANAGE, Hyderabad	Krishi Chanakya	Case Study	2nd
5	SIBM, Pune	TripHippie Campus Connect	Photography	2nd
6	IMI, New Delhi	Kritva'16	Case Study	2nd
7	Open House Publication	Write to Express	Article Writing	2nd
8	SCMHRD, Pune	Marketing Club, SCMHRD	TAG Bina Chain Kahan Re	2nd
9	Jaipuria Institute of Management, Jaipur	Fifth National Sports Meet	Kho-Kho	2nd
10	MANAGE, Hyderabad	Krishi Chanakya	Parliamentary Debate	Finalist
11	MANAGE, Hyderabad	Krishi Chanakya	Photography	Finalist
12	NAARM, Hyderabad	Sankalp	Case Study	Finalist
13	NAARM, Hyderabad	Sankalp	Case Study	Finalist
14	IIT, Kanpur	Prabandhan	Case Study	Finalist
15	IIT, Kanpur	Prabandhan	Case Study	Finalist
16	IIT, Kanpur	Prabandhan	Case Study	Finalist
17	IIT, Kanpur	Prabandhan	Case Study	Finalist
18	IIM Indore, Mumbai	Influx	B-Plan	Finalist
19	IIM, Shillong	Opera	Article Writing	Published in the Annual Magazine
20	Narsee Monjee Institute of Management Studies	Perispicaz	Article Writing	Published in the Blogsite of NMIMS
21	NMIMS, Bangalore	Knowesis	Article Writing	Published in the Annual Magazine
22	Delhi School Of Economics, University of Delhi	VishwaVyapar	Article Writing	Published in the Magazine (September, 2016)

5.3 FINAL PLACEMENT

The PGDM (ABM) Program is very well received by industry. Banking and Microfinance, Agri Input, Insurance, FMCG, Warehousing and logistics and commodity sectors were the major recruiters for the management level position. CCS NIAM achieved 100% placements for the batch 2016-18. There were 18 companies offered final placements and 8 of them came to the campus for the first time. 21 companies offered summer internship to the students. The highest CTC offered was Rs. 10.00 LPA and average being Rs. 7.17 LPA.

5.4 AWARD CEREMONY

An award ceremony for PGDM (ABM) was organized on 25th March, 2018 wherein Dr. S. K. Pattanayak, Secretary (Agriculture) Ministry of Agriculture & Farmers Welfare, Government of India given away the awards to the students in the presence of Shri P.K. Swain, Joint Secretary, Marketing and Director General, CCS NIAM. The awards were given to the students for their academic excellence and all round excellence in the study.



5.5 SUMMER INTERNSHIP

There were 46 students who completed their summer internship during the year 2017-18. The details of the companies are as under:

1. Vadilal Industries, 2. Syngenta, 3. Mahendra Agri Solutions Ltd., 4. NCDEX, 5. Mehmani Organics Ltd., 6. DOW AgroSciences, 7. YES Bank, 8. Technoserve, 9. Rallis India Ltd., 10. Tata Consultancy Services, 11. NCML Finance, 12. Bihar Jeevika, 13. Agriculture Skill Council of India, 14. Sulphur Mills Ltd., 15. A idea Incubation.

5.6 EXTRA-CURRICULAR ACTIVITIES

PGDM (ABM) organized AGROVON, a B-FEST for the first time during the year 2017-18 which was fully sponsored by the Agribusiness Companies. The B-FEST provided a platform to showcasing talent of the students who participated in the events like Lakshya, Vivechan, Manthan, Marketing Kshetra, Sankalan, Pratibimb, Srijan and Pratibha. The participating institutes were the IITs, IIMs, MANAGE etc. and the judges and jury were from Corporates.



1. An award ceremony was organized on 25th March, 2018 at CCS NIAM to celebrate and applaud the exceptional performance of the PGDM (ABM) students in academic and extracurricular activities. On this occasion, CCS NIAM hosted Hon'ble Secretary, Agriculture, Government of India, Dr. S. K. Pattanayak as Chief Guest and Sh. P. K. Swain, Joint Secretary (Mktg.) as Guest of Honour. Other distinguished guests including Sh. Anurag Bhatnagar and Smt. Irina Garg, former Director Generals of CCS NIAM also graced the occasion. The awards were given in six categories viz. Toppers Award for Batch 2016-18, first runner up award for Batch 2016-18, second runner up award for Batch 2016-18, Toppers award for second year Batch 2016-18, Toppers award for first year batch 2017-19 and Bahumukhi Pratibha Scholar Award.
2. A quarterly newsletter in PGDM (ABM) was initiated in the name of Farm to Fork and four such newsletters were brought out during the Year 2017-18. This document has covered the events and activities of PGDM (ABM), published short articles from students and faculty and summery of Summer Internship Projects of the students.
3. Annual sports meet, cultural evening, Swachta Pakhwada, International Yoga Day, Tree Plantation etc. were also organized by PGDM (ABM) during 2017-18.

OUR RECRUITERS



6. LIBRARY

KOHA Library Management System is under implementation wherein the database of 13,300 books, magazine, and report is being prepared and as a result of it, the library resources will be fully digitized and accessibility will be online.

6.1 PUBLICATIONS

Following papers were presented by CCS NIAM faculty at different forum and published in reputed journals/books.



- (i) Use of ICT in Agriculture and Rural Development –by Dr. S. R. Singh and Dr. Ramesh Mittal
- (ii) Entrepreneurial Skills and Competencies in Agri-tourism: A new way to double the farmer income in India –by Dr. Ramesh Mittal and Dr. S. R. Singh.
- (iii) Scope and Opportunities for Transforming Skill in Agriculture Sector ICAB18400 Dr. S.R. Singh and Dr. Ramesh Mittal, Deputy Directors at CCS, NIAM, Jaipur published in International Conference on Agribusiness in Developing and Emerging Economies Jan 3-4. 2018 Venue: TERI School of Advanced Studies (Earlier TERI University) 10, Institutional Area, Vasant Kunj, New Delhi - 110070
- (iv) A journey of Farmers Producer company in National Conference on emerging trends in Agri business Management in India organised by University of Mysore on 9th – 10th March 2018 – by Dr. Satish Chand Pant
- (v) An Analytical Study of Business Efficiency of Micro Enterprises in Raipur District published in a book emerging trends in Agri business Management in India - by Dr. Satish Chand Pant
- (vi) Supply Chain management of Export quality of Rose Onion in Chikkaballapura District of Karnataka published in a book emerging trends in Agribusiness Management in India - Dr. Satish Chand Pant
- (vii) A journey of Farmers Producer company in National Conference on emerging trends in Agribusiness Management in India organised by University of Mysore on 9th – 10th March 2018 – by Sh. Sathyendra Kumar AD.
- (viii) Supply Chain management of Export quality of Rose Onion in Chikkaballapura District of Karnataka published in a book emerging trends in Agribusiness Management in India – by Sh. Sathyendra Kumar AD.
- (ix) Growth and potential for Buckwheat in mountainous region, Hema Yadav – Journal of Hill Agriculture, Volume-8, No.2, April-June, 2017.

6.2 CCS NIAM IN MEDIA



डॉ. एस. आर. सिंह शोध-पत्र प्रस्तुत करने मलेशिया खाना

जयपुर 24 नवम्बर। राष्ट्रीय कृषि विपणन संस्थान, जयपुर में उपनिदेशक के पद पर कार्यरत डॉ. एस. आर. सिंह दिनांक 26 से 30 नवम्बर, 2017 में कालालम्पूर, मलेशिया में आयोजित होने वाली पांच दिवसीय "ग्लोबल मीट" में सी.सी.एस. नियाम का प्रतिनिधित्व करेंगे। इस "ग्लोबल मीट" में डॉ. एस. आर. सिंह एवं उनके सहयोगी डॉ. रमेश मित्तल, उपनिदेशक द्वारा तैयार किये गये दो शोध पत्रों का चयन हुआ है। यह दोनों शोध पत्र कृषि क्षेत्र में उद्यमिता, कौशल विकास एवं संचार क्रांति का उपयोग करते हुए कृषकों की आय को कैसे दुगुना किया जाए विषय पर आधारित है। कृषि के क्षेत्र में कौशल विकास एवं उद्यमिता की समझ एक महत्वपूर्ण भूमिका अदा करती है। इन दोनों शोध पत्रों में संचार क्रांति के विभिन्न टूल्स को कृषि विकास एवं उसके नवीनीकरण के लिए किस तरह उपयोग किया जा सकता है, इस पर बल दिया गया है। यह दोनों शोध पत्र अग्रणी शोध-पत्र के रूप में चयनित हुए हैं। "ग्लोबल मीट" के दौरान डॉ. सिंह मलेशिया एवं सिंगापुर के विभिन्न संस्थानों, अकादमिक विभागों एवं विश्वविद्यालयों का भी भ्रमण करेंगे।

ये केबीसी हैं, खानों किसान विज्ञान स्कूल

अब उत्पादन के साथ ही किसान सीखेंगे मार्केटिंग करने के गुर

नाथनगर में हुई शुरुआत, 40 किसानों को दी जाएगी ट्रेनिंग

बीएच के वैज्ञानिक करेंगे सहयोग, मार्च तक स्कूनी उत्पादन का मिलेगा प्रशिक्षण

हनुमान गिराई / नयागढ़



किसान कृषि विज्ञान संस्थान ने नयागढ़ के नाथनगर प्रखंड के केंद्रित गांव में नयागढ़ को किसान विज्ञान स्कूल की शुरुआत की। किसान विज्ञान स्कूल यानी केबीसी में नाथनगर के किसानों को ट्रेनिंग दी जाएगी। किसानों को बाजार से जोड़ने के लिए बीएच के एक वैज्ञानिक विंग काम करेंगे। वैज्ञानिक किसानों को मार्केटिंग व्यवस्था की जानकारी देंगे। किसानों स्कूल में नाथनगर से मार्च तक स्कूनी उत्पादन को लेकर ट्रेनिंग दी जाएगी। किसानों की बिजनेस के भी गुरु मिलेंगे, जहाँ। इसमें करीब 200 किसान शामिल हुए। कुलकी डॉ. अजय कुमार सिंह ने कहा कि किसान विज्ञान स्कूल का उद्देश्य किसानों को बाजार से सीधे तौर पर जोड़ने और अधिक लाभ पहुंचाने वाले उत्पादन करने के लिए उनके कौशल को विकसित कर सहायता करना है। इसके वैज्ञानिक इस फेज के अंतर्गत किसानों की उपस्थिति का विकास उनकी आर्थिक स्थिति को मजबूत करेंगे। कार्यक्रम की शुरुआत कुलकी डॉ. अजय कुमार सिंह, मुख्य अतिथि के तौर पर, दिग्गज नाथनगर और डॉ. जीत मिश्र समेत सभी अतिथियों ने दीप प्रज्वलित करके की।

30-45 वर्ष के साक्षर किसानों का होगा चयन

बीएच किसान विज्ञान स्कूल में करीब 40 स्कूनी स्कूल वाले किसानों का चयन करके इस एबी स्कूल वाले चयन-अधीन में उनके लिए स्कूनी के उत्पादन से लेकर बाजार तक अपने वैज्ञानिक विज्ञानों की सहायता करेंगे। किसानों के चयन में इस बात का ध्यान रखा जाएगा कि उनकी उम्र 30-40 के बीच हो, वह साक्षर हो, उनका कुल घर दोत हो और वे स्कूनी पर उत्पादन करने हों। इस दौरान जेठूना कृषि विदेशक एनके चौधरी, कार्य निदेशक के पूर्व निदेशक डॉ. केबीसी राय, कृषि अधिकारियों के अध्यक्ष डॉ. (एनके, बाकली, अजय, स्कूनी विभाग के अध्यक्ष डॉ. रमेश, मुख्य अतिथि डॉ. लीनेल कुमार मीन समेत डॉ. जेठू प्रसाद सिंह, डॉ. अमर कुमार, डॉ. रमेश कुमार, डॉ. पालकी सिंह, डॉ. रामकुमार विजयवर्मा, एस. कानन, डॉ. अजय मदनराज आदि मौजूद रहे। इस दौरान कृषि विज्ञान केन्द्र स्कूल के सभी वैज्ञानिक डॉ. विवेक कुमार ने कार्यक्रम का प्रारंभ किया। बैठक अतिथियों डॉ. अमर केबीसी ने कहा कि किसान विज्ञान स्कूल के बारे में जानकारी एवं उत्पादन प्रदान किया।

7. CELEBRATION OF IMPORTANT NATIONAL EVENTS

CCS NIAM has celebrated the following Important National events during the year 2017-18

- CCS NIAM has celebrated 4th International Yoga Day on '21st June' 2017 in the campus to educate and aware the employees and others about the importance of health. During the occasion, all employees practiced Yoga under the guidance of Yoga expert.
- CCS NIAM has celebrated Sadbhavana Diwas on 20th August '2017 on the Birth Anniversary of Hon'ble former Prime Minister Late Shri Rajiv Gandhi. During the occasion, all officers and staff members took pledge administered by Director General.
- National Unity Day (Rashtriya Ekta Diwas) was observed on 31st October 2017 in the Institute and conducted various programs like administration of oath by Director General and Unity Run by Staff and Students of Institute.
- Observance of Vigilance Awareness Week from 30th October to 4th November 2017 was done in the Institute. All officers and staff members had taken the pledge for eradication of corruption and to perform all tasks in an honest and transparent manner. During the event posters were showcased on the difference location of the Institute on corruption free services.



8. INFRASTRUCTURE AT CCS NIAM

The following infrastructures are available in the NIAM Campus

1. Brahmaputra Building where all the administrative and training activities are being conducted. Library and computer facilities are located in the building.
2. Convention Centre consisting Auditorium, Conference Room, Guest House consisting 20 Rooms and Dining Hall, Lounge and Mess including dining area for Students and Trainees.
3. Boys Hostel 32 Rooms and Girls Hostel 50 Rooms
4. VIP Guest House 4 Suits, DG Residence,
5. Type V Quarters – 04 Nos
6. Type IV Quarters – 04 Nos
7. Type III Quarters – 07 Nos
8. Type II Quarters – 12 Nos
9. Old Dispensary Building, Indoor Badminton at Barak, Sub- Station for DG Set, Vehicle Garage and Tin Shade.
10. 135 KVA grid connected Solar System installed at Brahmaputra, Girls Hostel and Convention Centre for saving the electricity and expenditure.
11. Renovation work in 49 rooms of Girls Hostel has been completed.



9. PRESENCE OF CCS NIAM AT NATIONAL AND INTERNATIONAL PLATFORM (SEMINAR, SYMPOSIA, CONFERENCE AND TRAINING)

- (i) Sensitization program on APLM Act 2017 – Two Sensitization Program on APLM Act 2017 were organized by CCS NIAM in collaboration with DMI and Punjab State Agricultural Marketing Board to sensitize the officers from the states of Rajasthan, Gujarat, Madhya Pradesh, Maharashtra, Goa, Daman & Diu, Himachal Pradesh, Uttaranchal, Jammu & Kashmir. The programs were conducted in

CCS NIAM and Chandigarh to seek deliberations and inputs from the states before finalization of APLM Act. CCS NIAM faculty were participated actively in these programs. Both the events attended by Dr. Ramesh Mittal Director and Dr. S. R. Singh, Dy. Director.

- (ii) Sensitization program on working modality of Commodity Exchanges was conducted in collaboration with NCDX on 07.07.2017 in CCS NIAM. All faculty members attended the event.
- (iii) A Sector Expert Consultation on Agriculture – Rajasthan priorities – was attended by Dr. S. R. Singh, Dy. Director and input was given on agriculture marketing and food security. The event was organized by Aravalli, TATA Trust and India consensus to address the food security.
- (iv) COSAMB conference at Kochi – A conference on e-NAM was organized by COSAMB in Kochi dated 19-22.11.2017. The faculty of CCS NIAM were participated in the event and papers were present in the conference.
- (v) A Global Meet on Science & Technology Ensuring Food Safety & Quality held at Kuala-Lumpur and Singapore was attended by CCS NIAM faculty and two research papers entitled “Use of ICT in Agriculture and Rural Development” and “Entrepreneurial Skills and Competencies in Agri-tourism: A new way to double the farmer income in India” were presented in the event.
- (vi) A Training of Trainers Program organized by NSDC, ASCI and EEI Anand Gujarat was attended by Dr. Ramesh Mittal, Director and Dr. S. R. Singh, Deputy Director under Skill Development Mission to become a master trainer for the Job Role of Warehouse Workers and Supply Chain Field Assistant.
- (vii) Two faculty members of CCS NIAM (Dr. Ramesh Mittal, Director and Dr. Hema Yadav, Director) participated in the conference at Seoul, Korea as a resource person for delivering lectures on Agri-value Chain and Skilling and Agri-preneurship, integration of value chain system and networking rural markets with wholesale markets. The event was organized by the African-Asian Rural Development Organization (AARDO) and KOICA.
- (viii) Dr Hema Yadav, Director participated as speakers in the Brainstorming Workshop cum Discussion Meeting on Castor organized on 15th March, 2018 at the TIFAC, DST, New Delhi
- (ix) Dr Hema Yadav, Director presented paper on “Agricultural Marketing in North east- issues and Constraints”- “Green Revolution in Eastern India: Constraints, Opportunities and Way Forward” on Oct 09-10, 2017 organized by IFPRI, NASC, Pusa, New Delhi, India.
- (x) Dr. Hema Yadav, Director Chaired the Session on Entrepreneurship and Agribusiness in National Agricultural Summit organized by FICCI, 14th July 2017
- (xi) Dr. Shuchi Mathur, Assistant Director participated in the “Integrated approach for Income Enhancement of Farmers by participating in Horticulture Value Chain” in International Conference on “Emerging trends in Agribusiness Management: Prospects & challenges (ICAM-18)” on 17th -18th March, 2018 organised by Kalam Institute of Technology (KIT) Berhampur.
- (xii) Dr. Shuchi Mathur, Assistant Director participated in National Conference on emerging trends in Agri business Management in India organised by University of Mysore on 9th – 10th March 2018

Glimpses of Events



10. "SWACHHTA HI SEWA CAMPAIGN" celebrated in CCS NIAM (15th September to 02nd October, 2017)

SWACHHTA HI SEWA CAMPAIGN was celebrated in CCS NIAM from dated 15.09.2017 to 02.10.2017 and plantation was done by CCS NIAM faculty and students on 25.09.2017. Dr. Irina Garg, IRS, Director General inaugurated the event with plantation of Sitafal (Custard Apple) and recited the importance of plants for a better ecosystem.

On the occasion total 45 plants of different varieties medicinal and aromatic, fruits viz. custard apple, Aonla, Neem, Kadam, Jamun, Palas, Bael, Arjuna, Kadi Patta, Parijaat, Harsringar, Anar, Nimbu, Mango and Guava were planted by the officers.



Glimpse of the events



11. ADMINISTRATION AND ACCOUNTS

The policies of the Institute is governed by the Governing Body, which is presided over by the Hon'ble Union Minister of Agriculture, Government of India. The Hon'ble Minister of State for Agriculture is Vice President of the Governing Body. The composition of the Governing Body is given in Annexure-1.

The Executive Committee of CCS NIAM look after the implementation of the policy matters, schemes and activities of the Institute in accordance with the mandate and rules and Bye-Laws subject to the overall management and control as per the direction of the Governing Body. The Secretary (A,C&FW) Chairs the Executive Committee the composition of the Executive Committee is at Annexure-2. Standing Committee on Academics is also constituted in CCS NIAM to look after the academic matters. The composition of the committee is available at Annexure-3.

The Director General of CCS NIAM, appointed by the Government of India is responsible for day to day functioning and management of the Institute. The Director General is the Chief Executive Officer of the Institute supported by faculty, administration and accounts. The list of the faculty and staff is at Annexure-4.

11.1 MEETINGS

The following meetings were held during the period of 2017-18

The 42nd Executive Committee Meeting held on 16.05.2017 under the Chairmanship of Sh. S. K. Pattanayak, IAS, Secretary (A,C&FW), Government of India. The Executive Committee reviewed the progress of activities of the Institute. The meeting was attended by J. S. Marketing and AS&FA from MoA & FW.

The Annual Report, Annual Accounts and some part of training programs were approved in 43rd Executive Committee Meeting by circulation held on 23.01.2018 under the Chairmanship of Sh. S. K. Pattanayak, IAS, Secretary (A,C&FW), Government of India.

11.2 Accounts & Audit 2017-18

The Institute is a non-profit making organization, fully funded by Ministry of Agriculture & Farmers Welfare, Department of Agriculture & Cooperation, Govt. of India. The details of Grants-in-aid received during the last five years are given below: -

(Amount/Rs. in Lakhs)

Year	NIAM	CSS(RGS)	MIS	Total
2013-14	550.00	76.70	NIL	626.70
2014-15	507.00	NIL	NIL	507.00
2015-16	367.96	NIL	NIL	367.96
2016-17	700.00	NIL	NIL	700.00
2017-18	609.99	NIL	NIL	609.99

The Institute did not receive any grants-in-aid under CSS (RGS) and MIS Scheme during the year 2017-18. The details of component wise unspent balance of the previous year, Grants received and unspent balance at end of the year 2017-18 are given below:-

(Amount/Rs. in Lakhs)

S.No.	Particulars	General	TSP	SCSP	Total
1	Grants in aid (General) unspent last year	NIL	9.39	2.05	11.44
2	Grants in aid (General) received	490.20	39.60	80.19	609.99
3	Grants in aid (General) utilized	490.20	48.99	82.24	621.43
4	Grants in aid (General) unspent	NIL	NIL	NIL	NIL
5	Grants in aid (NES) unspent last year	45.89	29.21	7.98	83.08
6	Grants in aid (NES) received	NIL	NIL	NIL	NIL
7	Grants in aid (NES) utilized	16.25	NIL	NIL	16.25
8	Grants in aid (NES) unspent	29.64	29.21	7.98	66.83
9	Total Grants in aid available	536.09	78.20	90.22	704.51
10	Total Grants in aid utilized	506.45	48.99	82.24	637.68
11	Grants in aid unspent (NES)	29.64	29.21	7.98	66.83

A sum of Rs. 609.99 lakhs have been received as grants-in-aid during the year 2017-18 and a sum of Rs.94.53 lakhs has been carried forward as unspent balance from last financial year 2016-17 under Major Head 2435 Gen TSP and Major Head 2552 (NES) sub component TSP.

The unspent balance of grants in aid as on 31.3.2018 is Rs.66.83 lakhs [NES (General) Rs. 29.64 lakhs and NES (TSP & SCSP Component) Rs. 37.19 Lakhs]. The training programmes will be increased in subsequent years for NES region.

The expenditure was met out of grants-in-aid for establishment, administration, maintenance of the campus and for conducting trainings and other objectives specified under (ISAM)

Apart from grants-in-aid received from the Ministry of Agriculture and Farmers Welfare, paid training consultancies and projects are taken from State Government, Marketing Boards and other organizations.

- The receipts from projects/consultancy and training/seminar were Rs.226.64 lakhs during the year 2016-17 and the expenditure against the same was Rs.184.79 lakhs.
- The fee from students of PGDABM is Rs 3.05 lakhs (Inclusive of Caution Deposit) P.A., per student for 1st year and Rs 3.00 lakhs P.A. per student for 2nd year. During the year 2017-18 there were 99 students. All the expenditure of conducting the PGDABM programme is met out of fees. The total revenue generated by fees in PGDABM was Rs. 360.82 lakhs and the total expenditure was Rs. 156.97 lakhs in financial year 2017-18.

The balance of corpus fund as on 31.3.2018 was Rs.1653.39 lakhs which has accumulated from receipts other than grants-in-aid as per the books of accounts for the year 2017-18.

The Institute is maintaining the accounts in the prescribed Format circulated by the office of the comptroller General of Accounts.

The Executive Committee has approved M/s. J. Singh & Associates as auditors for the year 2017-18. M/S. J. Singh & Associates have audited and verified the accounts for the year 2017-18 and the Annual Accounts along with the Audit Reports have already been sent to the Principal Director Audit (Central) Jaipur.

The Accounts of the Institute are audited by the office of Principal Director Audit (Central), branch office Jaipur. The Principal Director Audit (Central) has audited Accounts of the Institute up to 31.3.2018.

The Annual Accounts along with the Audit Reports till 2016-17 have already been placed before both the Houses of Parliament.

11.3 Financial Review

The total Grants-in-aid received under NIAM Scheme was Rs. 609.99 Lakhs as per the BE/RE for the year 2017-18 and Rs.637.69 was utilized. Rs.66.83 lakhs remained as unspent balance of grant-in-aid under NES (General) Rs. 29.64 lakhs, NES (TSP) Rs. 29.21 lakhs and NES (SCSP) Rs 7.98 lakhs. The financial position of the Institute for the year 2017-18 is as under:-

(Rs. in lakhs)

Head of Accounts	Budget Estimates	Actual
Revenue Expenditure	1100.00	1053.70*
Capital Expenditure	-	-
Total Expenditure	1100.00	1053.70
Net Total	1100.00	1053.70
Revenue Receipt	600.00	585.00
Grants-in-aid – Receipt	1100.00	609.99
Transfer to corpus fund	200.00	267.79**

* The breakup of actual expenditure are as under

1. Salary of Employees of NIAM	-	332.22
2. Training. & Seminar expenditure	-	138.92
3. PF & Consultancies expenditure	-	87.72
4. PGDABM	-	156.98
5. Administrative Exp. and Other Exp.	-	337.86

1053.70 Lakhs

**Revenue expenditure of Rs. 206.79 lakh has been met for repairs and renovation from the corpus fund during the year 2017-18 is adjusted out of the transferred amount of Rs. 267.79 lakhs.

ANNEXURES

GENERAL BODY

Sr. No.	Members of the Society	Position
1	Hon'ble Union Minister for Agriculture & Farmers Welfare, Government of India dealing with the Society.	President
2	Hon'ble Minister of State of Agriculture & Farmers Welfare, Government of India Dealing with the Society.	Vice President
3	Secretary (A&C), Ministry of Agriculture & Farmers Welfare, Govt. of India, New Delhi.	Member
4	Additional Secretary, Ministry of Agriculture & Farmers Welfare, Govt. of India.	Member
5	Addl. Secretary and Financial Advisor, Ministry of Agriculture & Farmers Welfare, Govt. of India.	Member
6	Joint Secretary (Marketing) Ministry of Agriculture & Farmers Welfare, Govt. of India, New Delhi.	Member
7	Addl. Chief Secretary, Agriculture, Govt. of Rajasthan.	Member
8	Adviser (Agriculture), Niti Aayog, Government of India.	Member
9	Economics & Statistical Adviser, Department of Agriculture Cooperation & Farmers Welfare, Government of India.	Member
10	Chairman/Member Secretary, Commission for Agriculture Costs and Prices (CACP), New Delhi.	Member
11	Chairperson, Council of State Agricultural Marketing Boards (COSAMB), New Delhi.	Member
12	Director, Indian Institute of Management, Ahmedabad.	Member
13	Director, Indian Institute of Packaging, Mumbai.	Member
14	Managing Director, National Cooperative Development Corporation (NCDC), New Delhi.	Member
15	Managing Director, National Agricultural Cooperative Marketing Federation (NAFED), New Delhi.	Member
16	Managing Director, National Bank for Agriculture and Rural Development (NABARD), New Delhi.	Member
17	Secretary (DARE) & Director General, Indian Council of Agricultural Research (ICAR), Krishi Bhawan, New Delhi.	Member
18	Chairman/Managing Director, North - Eastern Regional Agricultural Marketing Cooperation (NERAMAC), Guwahati.	Member
19	Director General, National Council of Applied Economics Research (NCAER), New Delhi.	Member
20	Director General, National Institute of Rural Development (NIRD), Hyderabad.	Member
21	Chairman/Managing Director, Agricultural Produce Export Development Agency (APEDA), New Delhi.	Member
22 to 24	Representatives of farmer/farmers organizations	Member
25 to 29	Eminent persons in the field of Agriculture/Agriculture Marketing	Member
30	Director General, CCS NIAM	Member

Annexure 2

MEMBERS OF EXECUTIVE COMMITTEE

1.	Secretary of the Ministry/Department of Agriculture Cooperation & Farmers Welfare, dealing with the Society	Chairman
2.	Additional Secretary & Financial Advisor of the Ministry/ Department of Agriculture Cooperation & Farmers Welfare, dealing with the Society	Member
3.	Additional Secretary (Marketing), Ministry of Agriculture & Farmers Welfare, Govt. of India	Member
4.	Joint Secretary (Marketing) in-charge of the Agriculture Marketing of the Ministry/Department of Agriculture Cooperation & Farmers Welfare, dealing with the Society	Member
5.	Principal Secretary (Agriculture), Govt. of Rajasthan	Member
6.	Chairman, Council of State Agricultural Marketing Boards	Member
7.	Director General, CCS National Institute of Agricultural Marketing	Member

Annexure 3

Members of the Standing Committee of Academics (SCA) of NIAM

1.	Dr. Irina Garg	Director General, CCS NIAM
2.	Dr. Vasant Gandhi	Professor, IIM, Bangalore
3.	Dr. Sanal Kr. Velayudhan	Professor, IIM, Bangalore
4.	Dr. Mithleshwar Jha	Retd. Professor, IIM, Bangalore
5.	Dr. Dinesh Awasthi	Retd. Dean, EDI
6.	Dr. Amar KJR Nayak	Professor, XIM, Bhubaneswar
7.	Dr. Sukhpal Singh	Professor, IIM, Ahmedabad
8.	Dr. Ramesh Mittal	Dy. Director, CCS NIAM
9.	Dr. Hema Yadav	Director, CCS NIAM
10.	Dr. S.R. Singh	Dy. Director, CCS NIAM

CCS NIAM FACULTY, OFFICERS AND STAFF

Smt. Irina Garg, IRS, Director General **Director General**

Faculty Members & Staff

S. No.	Name of the faculty	Designation	Area of expertise
1.	Dr. Ramesh Mittal	Director	Agricultural Marketing, Agribusiness and Agripreneurship
2.	Dr. Hema Yadav	Director	Agricultural Marketing, Agribusiness, GIS
3.	Dr. S. R. Singh	Deputy Director	Agricultural Marketing, Marketing Extension, Market Led Extension, Medicinal and Aromatic Plants and Skilling
4.	Dr. Shuchi Mathur	Assistant Director	Agricultural Marketing, Market Information and News and FPO
5.	Dr. Neetu Bhagat	Assistant Director	Presently Working on Deputation with AICTE Delhi
6.	Dr. Shalendra	Assistant Director	Agricultural Marketing, Value Chain Management
7.	Dr. Vikram Singh	Professor	Organizational Development
8.	Dr. Mansi Mathur	Associate Professor	Finance
9.	Dr. Satish Chand Pant	Assistant Professor	Agribusiness Management
10.	Sh. Sathyendra Kumar AD	Assistant Professor	Agribusiness Management

Other Officer and Staff Members

S.No.	Name of the Officer and Staff	Designation
1.	Sh. C. Haridasan	Accounts Officer
2.	Sh. P.M. Charyulu	P.S.
3.	Sh. Rajesh Sharma	P.S.
4.	Sh. G. L. Meena	Section Officer
5.	Sh. M. K. Jhanjhari	Section Officer
6.	Sh. C.P. Bairawa	Assistant Grade -1
7.	Sh. Govind Sharma	Library Assistant
8.	Sh. Vijaya Gupta	Assistant Grade -1
9.	Sh. Buddhi Prakash	Assistant Grade -1
10.	Sh. Kishan Singh	Driver
11.	Sh. Kailash Meena	Driver
12.	Sh. Razak Mohd.	Plumber
13.	Sh. Kailash Verma	ACS
14.	Sh. Kailash Bhargava	ACS
15.	Sh. Kailash Chand	ACS
16.	Sh. Kana Ram	ACS
17.	Sh. Ram Bahadur	ACS
18.	Sh. Krishan Saini	ACS

Training Programs conducted by CCS NIAM during 2017-18

S. No.	Title of the Programme	Number of participants	Date and Duration	Place	Details	Coordinator
1	Primary processing and marketing of medicinal and aromatic plants	35	9-11 Nov. 2017	Udalguri	Training	Dr. Ramesh Mittal, Director
2	Primary processing and marketing of medicinal and aromatic plants	35	13-15 Nov. 2017	Mangaldoi, Darang	Training	Dr. Ramesh Mittal, Director
3	Marketing of flowers	40	16-18 Nov. 2017	Hazo, Dist. Kamrup	Training	Dr. Ramesh Mittal, Director
4	Marketing of flowers	31	20-22 Nov. 2017	Demoria, Dist. Kamrup	Training	Dr. Ramesh Mittal, Director
5	Marketing of Horticulture Produce	40	23-25 Nov. 2017	Panbari, Dist. Chirang	Training Director	Dr. Ramesh Mittal, Director
6	Marketing of Horticulture Produce	40	27-29 Nov. 2017	Barpeta (Assam)	Training	Dr. Ramesh Mittal, Director
7	Entrepreneurship Awareness Program for rubber growers	40	05 Oct., 2017	Manipur	Training	Dr. Ramesh Mittal, Director
8	Entrepreneurship Awareness Program for rubber growers	40	06 Oct., 2017	Manipur	Training	Dr. Ramesh Mittal, Director
9	Entrepreneurship Awareness Program for rubber growers	35	09 Oct., 2017	Nagaland	Training	Dr. Ramesh Mittal, Director
10	Entrepreneurship Development program for rubber growers	35	10 Oct., 2017	Nagaland	Training	Dr. Ramesh Mittal, Director
11	Entrepreneurship Awareness Program for rubber growers	24	12 Oct., 2017	Arunachal Pradesh	Training	Dr. Ramesh Mittal, Director
12	Entrepreneurship Awareness Program for rubber growers	31	14 Oct., 2017	Arunachal Pradesh	Training	Dr. Ramesh Mittal, Director
13	Entrepreneurship Awareness Program for rubber growers	32	14 Dec., 2017	Meghalaya	Training	Dr. Ramesh Mittal, Director
14	Entrepreneurship Awareness Program for rubber growers	33	15 Dec., 2017	Assam	Training	Dr. Ramesh Mittal, Director
15	Entrepreneurship Development program for rubber growers	37	16 Dec., 2017	Assam	Training	Dr. Ramesh Mittal, Director

S. No.	Title of the Programme	Number of participants	Date and Duration	Place	Details	Coordinator
16	Entrepreneurship Awareness Program for rubber growers	38	18 Dec., 2017	Assam	Training	Dr. Ramesh Mittal, Director
17	Entrepreneurship Development program for rubber growers	38	19 Dec., 2017	Assam	Training	Dr. Ramesh Mittal, Director
18	Entrepreneurship Awareness Program for rubber growers	28	20 Dec., 2017	Assam	Training	Dr. Ramesh Mittal, Director
19	Entrepreneurship Awareness Program for rubber growers	36	21 Dec., 2017	Assam	Training	Dr. Ramesh Mittal, Director
20	Entrepreneurship Awareness Program for rubber growers	26	22 Dec., 2017	Assam	Training	Dr. Ramesh Mittal, Director
21	Entrepreneurship Development Program for rubber sheet Processors	40	01-03 Feb, 2018	Kerala	Training	Dr. Ramesh Mittal, Director
22	Entrepreneurship Development Program for rubber sheet processors	40	05-07 Feb, 2018	Kerala	Training	Dr. Ramesh Mittal, Director
23	Entrepreneurship Development Program for rubber sheet processors	48	08-10 Feb, 2018	Kerala	Training	Dr. Ramesh Mittal, Director
24	Entrepreneurship Development Program for rubber sheet processors	21	19-21 Feb, 2018	Kerala	Training	Dr. Ramesh Mittal, Director
25	Entrepreneurship Development Program for rubber sheet processors	33	22-24 Feb, 2018	Karnataka	Training	Dr. Ramesh Mittal, Director
26	Entrepreneurship Development Program for rubber sheet processors	29	25-27 Feb, 2018	Tamil Nadu	Training	Dr. Ramesh Mittal, Director
27	One day Training program has been organized on Swacchh Bharat Abhiyan	40	23 May, 2017	Muhana Mandi Jaipur	Training	Dr. Ramesh Mittal, Director
28	One day Training program has been organized on Swacchh Bharat Abhiyan	82	27 Sept., 2017	Srimadhapur Rajasthan	Training	Dr. Ramesh Mittal, Director
29	Entrepreneurship Development Programs on Agricultural Marketing for tea growers	35	28 Aug., 2017	Toklai Tea Research Institute, Jorhat	Training	Dr. S. R. Singh, Dy. Director

S. No.	Title of the Programme	Number of participants	Date and Duration	Place	Details	Coordinator
30	Entrepreneurship Development Programs on Agricultural Marketing for tea growers	35	29 Aug., 2017	Tea Board Office, Jorhat	Training	Dr. S. R. Singh, Dy. Director
31	Entrepreneurship Development Programs on Agricultural Marketing for tea growers	35	30 Aug., 2017	Golaghat	Training	Dr. S. R. Singh, Dy. Director
32	Entrepreneurship Development Programs on Agricultural Marketing for tea growers	30	01 Sept., 2017	Sibsagar	Training	Dr. S. R. Singh, Dy. Director
33	Entrepreneurship Development Programs on Agricultural Marketing for tea growers	30	04 Sept., 2017	Dibrugarh	Training	Dr. S. R. Singh, Dy. Director
34	Entrepreneurship Development Programs on Agricultural Marketing for tea growers	30	05 Sept., 2017	Dibrugarh	Training	Dr. S. R. Singh, Dy. Director
35	Training program on Organic Tea production, certification and marketing	30	25 Oct., 2017	Tuli, Nagaland	Training	Dr. S. R. Singh, Dy. Director
36	Training program on Organic Tea production, certification and marketing	34	29 Oct., 2017	Margherita, Tinsukia	Training	Dr. S. R. Singh, Dy. Director
37	Training program on Organic Tea production, certification and marketing	35	30 Oct., 2017	Bordumsa, Chalang, Arunachal Pradesh	Training	Dr. S. R. Singh, Dy. Director
38	Training program on Organic Tea production, certification and marketing	34	5 Nov., 2017	Sonitpur, Tejpur, Assam	Training	Dr. S. R. Singh, Dy. Director
39	Emerging trends and Changes for Entrepreneurship Development in rubber Sector for Small Rubber growers and its marketing	37	7 Nov., 2017	Guwahati, Assam	Training	Dr. S. R. Singh, Dy. Director

S. No.	Title of the Programme	Number of participants	Date and Duration	Place	Details	Coordinator
40	Emerging trends and Changes for Entrepreneurship Development in rubber Sector for Small Rubber growers and its marketing	40	9 Nov., 2017	Agartala, Tripura	Training	Dr. S. R. Singh, Dy. Director
41	Integrated farming, processing and marketing of farm produce.	42	2-4 Nov., 2017	Mushalpur, Dist. Baksa.	Training	Dr. S. R. Singh, Dy. Director
42	Integrated farming, processing and marketing of farm produce.	33	6-8 Nov., 2017	Kokrajhar	Training	Dr. S. R. Singh, Dy. Director
43	Training Programs on Market-Led extension	35	15-17 Dec, 2017	Boko, Dist. Kamrup	Training	Dr. S. R. Singh, Dy. Director
44	Training Programs on Market-Led extension	45	20-22 Dec, 2017	N. Lakhimpur Dist.-Lakhimpur	Training	Dr. S. R. Singh, Dy. Director
45	Farmers Awareness programs on Agriculture Marketing	40	27 Dec., 2017	Krishnai Dist.-Goalpara	Training	Dr. S. R. Singh, Dy. Director
46	Farmers Awareness programs on Agriculture Marketing	38	03 Jan., 2018	Jagara, Dist.- Nalbari, Assam	Training	Dr. S. R. Singh, Dy. Director
47	Farmers Awareness programs on Agriculture Marketing	42	05 Jan., 2018	Khanapara, Dist.-Kamrup (M)	Training	Dr. S. R. Singh, Dy. Director
48	Farmers Awareness programs on Agriculture Marketing	44	07 Jan., 2018	Howly Dist.-Barpeta	Training	Dr. S. R. Singh, Dy. Director
49	Farmers Awareness programs on Agriculture Marketing	38	16 Jan., 2018	Patherkhandi Dist.-Karimganj	Training	Dr. S. R. Singh, Dy. Director
50	Farmers Awareness programs on Agriculture Marketing	42	17 Jan., 2018	Hailakhandi Dist.- Hailakhandi	Training	Dr. S. R. Singh, Dy. Director
51	Swachh Gaon Swasth Gaon	75	29 May, 2017	Bilwa Village, Jaipur District	Training	Dr. Shuchi Mathur Asstt. Director
52	Farmer Producer Organization-A way of Development	54	22 Sept., 2017	Agartala, Tripura	Training	Dr. Shuchi Mathur Asstt. Director
53	Business Planning for Farmer Producer Organization	50	20-21 Sept.2017	Agartala, Tripura	Training	Dr. Shuchi Mathur Asstt. Director
54	Leveraging Capacity Building Partnership	13	6 Oct., 2017	CCS NIAM Campus, Jaipur	Training	Dr. Shuchi Mathur Asstt. Director

S. No.	Title of the Programme	Number of participants	Date and Duration	Place	Details	Coordinator
55	Market Linkages of Farmer Producer Company – Amul	11	28 Aug., 2017	CCS NIAM Campus, Jaipur	Training	Dr. Shuchi Mathur Asstt. Director
56	Emerging Markets & Linking farmers to the market through branding	52	14 March, 2018	Guntur, Andhra Pradesh	Training	Dr. Shuchi Mathur Asstt. Director
57	Project Planning & Management Tool for BoDs of FPOs	30	9-10 Jan., 2018	Maharashtra	Training	Dr. Shuchi Mathur Asstt. Director
	Total	2116				
Training Programs on e-NAM for Traders						
58	Training Program on e-NAM for Traders	44	09.10.17	KUMS Jaipur Grain	Training	Dr. Shalendra Assistant Director
59	Training Program on e-NAM for Traders	48	13.10.17	KUMS Jodhpur Grain	Training	Dr. Shalendra Assistant Director
60	Training Program on e-NAM for Traders	25	14.10.17	KUMS Bhinmal	Training	Dr. Shalendra Assistant Director
61	Training Program on e-NAM for Traders	33	16.10.17	KUMS Sumerpur	Training	Dr. Shalendra Assistant Director
62	Training Program on e-NAM for Traders	27	17.10.17	KUMS Bikaner Grain	Training	Dr. Shalendra Assistant Director
63	Training Program on e-NAM for Traders	20	16.10.17	KUMS Udaipur Grain	Training	Dr. Satish Pant Assistant Professor
64	Training Program on e-NAM for Traders	29	17.10.17	KUMS Pratapgarh	Training	Dr. Satish Pant Assistant Professor
65	Training Program on e-NAM for Traders	46	16.10.17	KUMS Barmer	Training	Dr. Satyendra Assistant Professor
66	Training Program on e-NAM for Traders	46	16.10.17	KUMS Mandawari	Training	Dr. Mansi Mathur Associate Professor
67	Training Program on e-NAM for Traders	27	17.10.17	KUMS Ajmer Grain	Training	Dr. Mansi Mathur Associate Professor
68	Training Program on e-NAM for Traders	28	23.10.17	KUMS Gangapurcity	Training	Dr. Shalendra Assistant Director
69	Training Program on e-NAM for Traders	30	24.10.17	KUMS Churu	Training	Dr. Shalendra Assistant Director
70	Training Program on e-NAM for Traders	40	25.10.17	KUMS Bhilwara	Training	Dr. Shalendra Assistant Director
71	Training Program on e-NAM for Traders	51	27.10.17	KUMS Hanumangarh	Training	Dr. Satish Pant Assistant Professor

S. No.	Title of the Programme	Number of participants	Date and Duration	Place	Details	Coordinator
72	Training Program on e-NAM for Traders	41	28.10.17	KUMS Sri Ganganagar Grain	Training	Dr. Satish Pant Assistant Professor
73	Training Program on e-NAM for Traders	47	27.10.17	KUMS Alwar	Training	Dr. Satyendra Assistant Professor
74	Training Program on e-NAM for Traders	30	28.10.17	KUMS Bharatpur	Training	Dr. Satyendra Assistant Professor
75	Training Program on e-NAM for Traders	25	02.11.17	KUMS Tonk	Training	Dr. Mansi Mathur Associate Professor
76	Training Program on e-NAM for Traders	37	14.11.17	KUMS Jhunjhunu	Training	Dr. Shalendra Assistant Director
77	Training Program on e-NAM for Traders	35	14.11.17	KUMS Sri Madhopur	Training	Dr. Mansi Mathur Associate Professor
78	Training Program on e-NAM for Traders	34	17.11.17	KUMS Nagaur	Training	Dr. Shalendra Assistant Director
79	Training Program on e-NAM for Traders	51	22.11.17	KUMS Kota Grain	Training	Dr. Shalendra Assistant Director
80	Training Program on e-NAM for Traders	80	28.11.17	KUMS Bundi	Training	Dr. Shalendra Assistant Director
81	Training Program on e-NAM for Traders	30	01.11.17	KUMS Baran	Training	Dr. Hema Yadav Director
82	Training Program on e-NAM for Traders	30	02.11.17	KUMS Jhalawar	Training	Dr. Hema Yadav Director
83	Training program on ICT Application in Agri. Marketing	36	1-2 March 2018	Vishakhapatnam	Training	Dr. Hema Yadav Director
84	Awareness Programs on Marketing of Makhana	30	23rd Feb	K VK Kishanganj, Bihar	Training	Dr. Hema Yadav Director
85	Training program on ICT Application in Agri. Marketing	30	20-22 March 2018	Mysore	Training	Dr. Hema Yadav Director
	Total	1030				

S. No.	Title of the Programme	Number of participants	Date and Duration	Place	Details	Coordinator
Training Program on e-NAM for Secretaries						
86	Training Program on e-NAM for Secretaries	31	25-27 July 2017	CCS NIAM Jaipur	Training	Dr. Shalendra Asstt. Director
87	Training Program on e-NAM for Secretaries	25	12-14 Sept. 2017	CCS NIAM Jaipur	Training	Dr. Shalendra Asstt. Director
88	Training Program on e-NAM for Secretaries	29	10-12 Oct. 2017	CCS NIAM Jaipur	Training	Dr. Shalendra Asstt. Director
	Total	85				
Awareness Programs on WDRA						
89	Awareness program on WDRA for Traders, Farmers & Dal Mill Owners	57	19th July, 2017	KVK, Pratapgarh	Training	Dr. Hema Yadav Director
90	Awareness program on WDRA for Traders, Farmers & Dal Mill Owners	37	28th Dec., 2017	KUMS, Kukarkheda, Jaipur	Training	Dr. Mansi Mathur Associate Professor
91	Awareness program on WDRA for Traders, Farmers & Dal Mill Owners	32	9th Jan., 2018	KUMS Tonk	Training	Dr. Mansi Mathur Associate Professor
92	Awareness program on WDRA for Traders, Farmers & Dal Mill Owners	30	9th Feb., 2018	KUMS, Sawaimadhopur	Training	Dr. Mansi Mathur Associate Professor
93	Awareness program on WDRA for Traders, Farmers & Dal Mill Owners	50	9th Jan., 2018	KVK Kota	Training	Dr. Satish Pant Asstt. Professor
94	Awareness program on WDRA for Traders, Farmers & Dal Mill Owners	40	11th Jan., 2018	KVK Bansur	Training	Dr. Satish Pant Asstt. Professor
95	Awareness program on WDRA for Traders, Farmers & Dal Mill Owners	36	25th Jan., 2018	KVK CAZRI	Training	Dr. Satish Pant Asstt. Professor
96	Awareness program on WDRA for Traders, Farmers & Dal Mill Owners	40	24th Jan., 2018	KVK, Bhilwara	Training	Mr. Sathyendra Kumar A.D. Asstt. Professor
97	Awareness program on WDRA for Traders, Farmers & Dal Mill Owners	46	09th Feb., 2018	KUMS, Sri Gaganagar	Training	Mr. Sathyendra Kumar A.D. Asstt. Professor
98	Awareness program on WDRA for Traders, Farmers & Dal Mill Owners	48	07th March, 2018	KUMS (Grain), Bikaner	Training	Mr. Sathyendra Kumar A.D. Asstt. Professor
	Total	416				

S. No.	Title of the Programme	Number of participants	Date and Duration	Place	Details	Coordinator
Five days training program for In-charge/Manager/Supervisor/Representative of the warehouses registered with WDRA						
99	Five days training program for In-charge/Manager/ Supervisor/ Representative of the warehouses registered with WDRA	50	30th Jan 2018 to 2nd Feb 2018	CCS NIAM Jaipur	Training	Dr. Shuchi Mathur Asstt. Director
100	Five days training program for In-charge/Manager/ Supervisor/ Representative of the warehouses registered with WDRA	50	5th to 9th March 2018	CCS NIAM Jaipur	Training	Dr. Shuchi Mathur Asstt. Director
	Total	100				

Training Program under Kisan Business School (Total 15 programs)

S. No.	Name of the Program	Implementing State	No. of participants	Coordinator
101 to 115	Training Program under Kisan Business School	Bihar	40	Dr. Hema Yadav, Director
	Total		40	

Conference / Seminar / Workshop / Symposia / International Program

S. No.	Title of the Program	Number of participants	Date and Duration	Place	Details	Coordinator
116	Conference on Climate Change and its impact on livelihood	51	19 March 2018	IIPM Bangalore	Conference	Dr. Hema Yadav, Director
117	International Training Programme under Feed the Future: India Triangular Programme, USAID for delegates from Governments of 7 countries of Asia and Africa.	21	9-23 Jan., 2018	CCS NIAM, Jaipur	International Training Program	Dr. Hema Yadav, Director
118	A Sensitization Workshop with partner institutions	15	06.10.2017	CCS NIAM, Jaipur	Workshop	Dr. S.R. Singh Dy. Director

S. No.	Title of the Programme	Number of participants	Date and Duration	Place	Details	Coordinator
119	National Seminars on “Marketing of Medicinal & Aromatic Plants - Opportunities and Challenges”	117	27.02.2018	Guwahati	National Seminar	Dr. S.R. Singh Dy. Director
120	National Seminars on “Marketing of Medicinal & Aromatic Plants - Opportunities and Challenges”	117	18.03.2018	ICAR Complex, Shillong	National Seminar	Dr. S.R. Singh Dy. Director
	Total	321				
Skill Development Program (200 hrs.)						
121	Skill Development Program for Job Role Warehouse Workers	20	5th February to 11th March, 2018	CCS NIAM, Jaipur	Skill Development Program	Dr. S. R. Singh Dy. Director
122	Skill Development Program for Job Role Supply Chain Field Assistant	20	5th to 29th March, 2018	CCS NIAM, Jaipur	Skill Development Program	Dr. S. R. Singh Dy. Director
	Total	40				

Total Stakeholder / Participants Trained = 4148

ANNUAL ACCOUNTS 2017-18

Annexure 6



J. SINGH & ASSOCIATES

CHARTERED ACCOUNTANTS

380, Gayatri Nagar 'A', Maharani Farm

Durgapura, Jaipur, Rajasthan - 302018

Mobile: 9887650046 Email: shalinijain03@gmail.com

To,

The Member of ch. Charan Singh National Institute of agricultural Marketing
Jaipur – 302033

We have audited the attachment Balance Sheet of Ch. Charan Singh National Institute of agricultural Marketing Jaipur as at 31st March, 2018 and also the annexed Income and Expenditure Account and Receipt & Payments Account for the year ended on that day and report that:

We have obtained all the information and explanations, which to the best of our Knowledge and belief were necessary for the purpose of our audit. The institute has maintained proper books of account and the Balance Sheet and Income & Expenditure Account and Receipts & Payment Account dealt with in this report are in agreement with them.

These financial statements are the responsibility of the Institute management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with the auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examine, on the basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by the management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion and to the best of our knowledge and belief, the accounts give a true and fair view read along with Notes on accounts.

- In the case of Balance sheet of state of affairs as at 31st March, 2018
- In the case of income and Expenditure account of Excess of Income over Expenditure of the Institute for the year ended on 31st March, 2018 and
- In the case of Receipt & Payment Account, of the receipt and payment of the institute for the year ended on 31st March, 2018.

As per our report even dated attached

For J. Singh & Associates

FRN – 110266W

Chartered Accountants



(Shalini Jain)

Partner

M. No. 406364



Place: Jaipur

Date: 27.06.2018

**Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033**

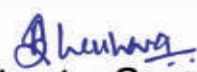
GFR-19A

**Utilization Certificate
As on 31-03-2018**

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	Balance as on 01.04.2017	-----	NIL
(ii)	No. G.20015/7/2016-M II Dated 02.06.2017	01.07.2017	80,42,000.00
	No. G.20015/7/2016-M II Dated 13.10.2017	18.10.2017	2,94,78,000.00
	No. G.20015/7/2016-M II Dated 24.01.2018	31.01.2018	1,15,00,000.00
		Total	4,90,20,000.00

Certified that out of Rs.4,90,20,000.00 of grant-in-aid under General Category States was sanctioned during the year 2017-18 in favour of Ch. Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Farmer Welfare, Govt. of India vide letter no. given in the margin and Rs. NIL on account of unspent balance of previous year, a sum of Rs. 4,90,20,000.00 has been utilized for revenue expenditure for which it was sanctioned and Rs. Nil balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.


Director General

Place: Jaipur
Date: 27.06.2018

डा. पी. चन्द्र शेखरा/Dr. P. Chandra Shekara
महानिदेशक/Director General
सी.सी.एस. राष्ट्रीय कृषि विपणन संस्थान/
C.C.S. National Institute of Agricultural Marketing
(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार संगठन/
An Organization of Ministry of Agriculture &
Farmers Welfare, Govt. of India)
कोटा रोड, बम्बाला, सांगानेर, जयपुर-302033/
Kota Road, Bambala, Sanganer, Jaipur-302033

Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033

GFR-19A

Utilization Certificate
As on 31-03-2018

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	Balance as on 01.04.2017	-----	2,05,358.00
(ii)	No. G.20015/7/2016-M II Dated 02.06.2017	01.07.2017	5,57,000.00
(iii)	No. G.20015/7/2016-M II Dated 13.10.2017	18.10.2018	74,62,000.00
		Total	82,24,358.00

Certified that out of Rs. 80,19,000.00 of grant-in-aid (General) other than North Eastern State under Special Component Plan for Scheduled Castes Category was sanctioned during the year 2017-18 in favour of Ch. Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Cooperation, Govt. of India vide letter no. given in the margin and Rs. 2,05,358.00 on account of unspent balance of previous year, a sum of Rs.82,24,358.00 has been utilized for revenue expenditure for which it was sanctioned and Rs. Nil balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.


Director General

Place: Jaipur
 Date: 27.06.2018

डा. पी. चन्द्र शेखरा/Dr. P. Chandra Shekara
 महानिदेशक/Director General
 सी.सी.एस. राष्ट्रीय कृषि विपणन संस्थान/
 C.C.S. National Institute of Agricultural Marketing
 (कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार संगठन/
 An Organization of Ministry of Agriculture &
 Farmers Welfare, Govt. of India)
 कोटा रोड, बम्बाला, सांगानेर, जयपुर-302033/
 Kota Road, Bambala, Sanganer, Jaipur-302033



Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033

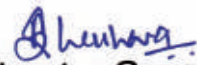
GFR-19A

Utilization Certificate As on 31-03-2018

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	Balance as on 01.04.2017	-----	9,39,254.00
(ii)	No. G.20015/7/2016-M II Dated 13.10.2017	18.10.2017	39,60,000.00
		Total	48,99,254.00

Certified that out of Rs. 39,60,000.00 of grant-in-aid (General) other than North Eastern State under Tribal Area Sub Plan for TSP Category was sanctioned during the year 2017-18 in favour of Ch. Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Cooperation, Govt. of India vide letter no. given in the margin and Rs. 9,39,254.00 on account of unspent balance of previous year, a sum of Rs. 48,99,254.00 has been utilized for revenue expenditure for which it was sanctioned and Rs. NIL balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.


Director General

Place: Jaipur
Date: 27.06.2018

डा. पी. चन्द्र शेखरा/Dr. P. Chandra Shekara
महानिदेशक/Director General
सी.सी.एस. राष्ट्रीय कृषि विपणन संस्थान/
C.C.S. National Institute of Agricultural Marketing
(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार संगठन/
An Organization of Ministry of Agriculture &
Farmers Welfare, Govt. of India)
कोटा रोड, बम्बाला, सांगानेर, जयपुर-302033/
Kota Road, Bambala, Sanganer, Jaipur-302033

Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033

GFR-19A

Utilization Certificate
As on 31-03-2018

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	Balance as on 01.04.2017	-----	45,89,600.00
		Total	45,89,600.00

Certified that out of Rs. NIL of grant-in-aid for North Eastern States (Gen) was sanctioned during the year 2017-18 in favour of Ch. Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Cooperation, Govt. of India. Rs. 45,89,600.00 on account of unspent balance of previous year, a sum of Rs. 16,25,042.00 has been utilized for revenue expenditure for which it was sanctioned and Rs. 29,64,558.00 balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.


Director General

Place: Jaipur
 Date: 27.06.2018

डा. पी. चन्द्र शेखरा/Dr. P. Chandra Shekara
 महानिदेशक/Director General
 सी.सी.एस. राष्ट्रीय कृषि विपणन संस्थान/
 C.C.S. National Institute of Agricultural Marketing
 (कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार संगठन/
 An Organization of Ministry of Agriculture &
 Farmers Welfare, Govt. of India)
 कोटा रोड, बम्बाला, सांगानेर, जयपुर-302033/
 Kota Road, Bambala, Sanganer, Jaipur-302033

Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033

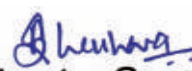
GFR-19A

Utilization Certificate
As on 31-03-2018

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	Balance as on 01.04.2017	-----	7,98,447.00
		Total	7,98,447.00

Certified that out of Rs. NIL of grant-in-aid (NES) under Special Component Plan for Scheduled Caste for North Eastern State Plan was sanctioned during the year 2017-18 in favour of Ch. Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Cooperation, Govt. of India. Rs. 7,98,447.00 on account of unspent balance of previous year, a sum of Rs. NIL has been utilized for revenue expenditure for which it was sanctioned and Rs. 7,98,447.00 balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.


Director General

Place: Jaipur
 Date: 27.06.2018

डा. पी. चन्द्र शेखरा/Dr. P. Chandra Shekara
 महानिदेशक/Director General
 सी.सी.एस. राष्ट्रीय कृषि विपणन संस्थान/
 C.C.S. National Institute of Agricultural Marketing
 (कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार संगठन/
 An Organization of Ministry of Agriculture &
 Farmers Welfare, Govt. of India)
 कोटा रोड, बम्बाला, सांगानेर, जयपुर-302033/
 Kota Road, Bambala, Sanganer, Jaipur-302033

Ch. Charan Singh
National Institute of Agricultural Marketing
(A Govt. of India Organisation)
Kota Road, Bambala (Near Sanganer) Jaipur- 302033

GFR-19A

Utilization Certificate As on 31-03-2018

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	Balance as on 01.04.2017	-----	29,20,657.00
		Total	29,20,657.00

Certified that out of Rs. NIL of grant-in-aid for North Eastern State under Tribal Area Sub Plan for TSP Category for North Eastern State Plan was sanctioned during the year 2017-18 in favour of Ch. Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Cooperation, Govt. of India. Rs. 29,20,657.00 on account of unspent balance of previous year, a sum of Rs. NIL has been utilized for revenue expenditure for which it was sanctioned and Rs. 29,20,657.00 balance of grants in aid remain unutilized at the end of the year.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.


Director General

Place: Jaipur
 Date: 27.06.2018

डा. पी. चन्द्र शेखरा/Dr. P. Chandra Shekara
 महानिदेशक/Director General
 सी.सी.एस. राष्ट्रीय कृषि विपणन संस्थान/
 C.C.S. National Institute of Agricultural Marketing
 (कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार संगठन/
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 कोटा रोड, बम्बाला, सांगानेर, जयपुर-302033/
 Kota Road, Bambala, Sanganer, Jaipur-302033

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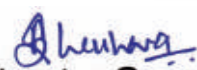
GFR-19A

UTILISATION CERTIFICATE As on 31-03-2018

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	Nil	Nil	Nil
		Total	Nil

Certified that out of Rs. Nil of grant-in-aid sanctioned on account of implementation of Central Sector Scheme "Development of Agricultural Marketing Infrastructure Grading & Standardization" during the year 2017-18 in favour of Ch. Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Farmer Welfare, Govt. of India vide letter no. given in the margin and Rs. 29,004.09 on account of unspent balance of previous year, a sum of Rs. 177.00 has been utilized for revenue expenditure for which it was sanctioned and Rs. 28,827.09 remain unutilized as on 31.03.2018 & will be utilized in next financial year 2018-19 on receipt of utilization certificates.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.


Director General

Place: Jaipur
Date: 27.06.2018

डा. पी. चन्द्र शेखरा/Dr. P. Chandra Shekara
महानिदेशक/Director General
सी.सी.एस. राष्ट्रीय कृषि विपणन संस्थान/
C.C.S. National Institute of Agricultural Marketing
(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार संगठन/
An Organization of Ministry of Agriculture &
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कोटा रोड, बम्बाला, सांगानेर, जयपुर-302033/
Kota Road, Bambala, Sanganer, Jaipur-302033

Ch. Charan Singh
National Institute of Agricultural Marketing
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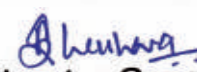
GFR-19A

UTILISATION CERTIFICATE As on 31-03-2018

S.No.	Letter No & Date	Date of DD/RTGS	Amount
(i)	Nil	Nil	Nil
		Total	Nil

Certified that out of Rs. Nil of grant-in-aid sanctioned on account of "Investment Subsidy for Construction/Renovation/Expansion of Rural Godowns" during the year 2017-18 in favour of Ch.Charan Singh National Institute of Agricultural Marketing, Jaipur under the Ministry of Agriculture, Department of Agriculture & Farmer Welfare, Govt. of India vide letter no. given in the margin and Rs. 14,21,565.88 on account of unspent balance of previous year, a sum of Rs. 59.00 has been utilized for revenue expenditure for which it was sanctioned and Rs.14,21,511.88 remain unutilized as on 31.03.2018 & will be utilized in next financial year 2018-19 on receipt of utilization certificates.

Certified that I have satisfied myself that the conditions on which the grants-in-aid was sanctioned have been fulfilled/are being fulfilled.


Director General

Place: Jaipur
 Date: 27.06.2018

डा. पी. चन्द्र शेखरा/Dr. P. Chandra Shekara
 महानिदेशक/Director General
 सी.सी.एस. राष्ट्रीय कृषि विपणन संस्थान/
 C.C.S. National Institute of Agricultural Marketing
 (कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार संगठन/
 An Organization of Ministry of Agriculture &
 Farmers Welfare, Govt. of India)
 कोटा रोड, बम्बाला, सांगानेर, जयपुर-302033/
 Kota Road, Bambala, Sanganer, Jaipur-302033

FORM OF FINANCIAL STATEMENTS (NON-PROFIT ORGANISATIONS)
C.C.S.NATIONAL INSTITUTE OF AGRICULTURAL MARKETING
 Kota Road, Bambala, Jaipur ~ 302033

BALANCE SHEET AS ON 31st March 2018

CORPUS/CAPITAL FUND AND LIABILITIES	Schedule	(Amount - Rs)	
		Current Year	Previous Year
CORPUS / CAPITAL FUND	1	229754237.81	211286579.45
RESERVES AND SURPLUS	2	0.00	0.00
EARMARKED/ ENDOWMENT FUNDS	3	252041072.10	251380437.10
SECURED LOANS AND BORROWINGS	4	0.00	0.00
UNSECURED LOANS AND BORROWINGS	5	0.00	0.00
DEFERRED CREDIT LIABILITIES	6	0.00	0.00
CURRENT LIABILITIES AND PROVISIONS	7	36091168.70	34940031.00
TOTAL		517886478.61	497607047.55
ASSETS			
FIXED ASSETS			
INVESTMENT-FROM EARMARKED/ENDOWMENT FUNDS	8	283956028.35	280526606.35
INVESTMENT-OTHERS	9	13153848.00	12141321.00
CURRENT ASSETS, LOANS, ADVANCES ETC.	10	0.00	0.00
MISCELLANEOUS EXPENDITURE	11	220776602.26	204939120.20
(to the extent not written off or adjusted)			
TOTAL		517886478.61	497607047.55
SIGNIFICANT ACCOUNTING POLICIES	24		
CONTINGENT LIABILITIES AND NOTES ON ACCOUNTS	25		

As per our report even dated attached
 For J.Singh & Associates
 FRN - 110266W
 Chartered Accountants



(Shalini Jain)
 Partner
 M. No. 406364
 Place: Jaipur
 Date: 27.06.2018

Shalini Jain
 Accounts Officer
 NIAM, Jaipur

Shalini Jain
 Director General
 NIAM, Jaipur

ANNUAL REPORT



**FORM OF FINANCIAL STATEMENT (NON-PROFIT ORGANISATIONS)
C.C.S. NATIONAL INSTITUTE OF AGRICULTURAL MARKETING**

Kota Road, Bambala, Jaipur - 302033

INCOME AND EXPENDITURE ACCOUNT FOR THE PERIOD/YEAR ENDED 31st March 2018

	Schedule	Current Year	Previous Year	(Amount - Rs.)
INCOME				
Income from Sales / Services	12	8771717.00	14779370.00	
Grants / Subsidies	13	89485359.20	48603939.93	
Fees / Subscriptions	14	51400061.00	42274566.75	
Income from Investments (Income on Invest. From earmarked/lendow. Funds transferred to Funds)	15	91700.00	87400.00	
Income from Royalty, Publication etc.	16	0.00	0.00	
Interest Earned	17	3015067.00	1536383.00	
Other Income	18	221186.00	884750.00	
Increase/(decrease) in stock of Finished goods and works-in-progress	19	0.00	0.00	
TOTAL (A)		152985090.20	108166528.58	
EXPENDITURE				
Establishment Expenses	20	33221666.00	30375605.00	
Other Administrative Expenses etc.	21	72148808.64	41149471.98	
Expenditure on Grants, Subsidies of RGS	22	0.00	0.00	
Interest	23	0.00	0.00	
Prior Adjustment		0.00	0.00	
Depreciation (Net Total at the year-end - corresponding to Schedule 8)		0.00	0.00	
TOTAL (B)		105370464.64	71525076.98	
Balance being excess of Income over Expenditure (A-B)		47614625.56	36641451.60	
Transfer to / from General Reserve		0.00	0.00	
BALANCE BEING SURPLUS/(DEFICIT) CARRIED TO CORPUS/CAPITAL FUND		47614625.56	36641451.60	
SIGNIFICANT ACCOUNTING POLICIES	24			
CONTINGENT LIABILITIES AND NOTES ON ACCOUNTS	25			

As per our report even dated attached
For J. Singh & Associates

FRN - 110266W

Chartered Accountants



(Shalini Jain)

Partner

M. No. 406364

Place: Jaipur

Date: 27.06.2018

Shalini Jain
Accounts Officer
NIAM, Jaipur

Shalini Jain
Director General
NIAM, Jaipur





